

# Mrs Crimble's unveils NEW Deeply Dippy Choc Macaroons

The gluten-free favourite has been completely dunked in choc

**MRS CRIMBLE'S**, the pioneering gluten-free brand owned by [Wessanen UK](#), is breaking the mould with its new Deeply Dippy Choc Macaroons which has launched into the cake fixture at Co-operative stores.



Available in 999 shops nationwide, the move signals the brand's growing presence in mainstream bakery as consumer popularity in free-from snacks continues to rise.

Sold in a six-portion pack, the indulgent Deeply Dippy Macaroons (RRP £1.69/250g) are a deliciously moist macaroon with an all over chocolate coating.

The decadent new product joins the Mrs Crimble's expanding range as the brand continues to innovate in its bakery heartland.

The increasingly popular Choc Macaroons are leading the category in free-from bakery and it has been calculated that one is eaten every second worldwide.

**Rebecca Vercoe, Mrs Crimble's Brand Controller at Wessanen UK, says:**

“We are passionate about making free-from cakes that taste as good as, if not better than the mainstream alternatives which is why we work with retailers to launch our great-tasting bakes into other in-store locations to make them more accessible for all.

“It’s fantastic that the Co-operative is bringing our new Deeply Dippy Macaroons into the cake fixture. We are confident it will perform very well in this space, given the growing popularity of our original Choc Macaroons.

“We didn’t think we could make our Choc Macaroons any more indulgent, until we came up with the Deeply Dippy variety. With our normal Choc Macaroons we only covered the bottom of the cake in chocolate, whereas the Deeply Dippys are positively smothered in lovely rich chocolate.”



Recommended by the Coeliac Society, Mrs Crimble's Choc Macaroons are suitable for those following a gluten-free diet and are enjoyed worldwide by free-from and mainstream customers.

The number one gluten-free cake brand, Mrs Crimble's creates liberating and life-affirmingly delicious baked treats that are suitable for all to enjoy. The innovative brand was created over 30 years ago and is now one of the UK's biggest cake brands. Products are available in different pack formats, price points and variants to suit a variety consumer needs and purchasing occasions.

## ABOUT WESSANEN UK

### About Wessanen UK – [www.wessanenuk.com](http://www.wessanenuk.com)

**Wessanen UK** is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; **Mrs Crimble's** makes joyfully, wholesome and deliciously gluten-free macarons, cakes, biscuits and nibbles, for all to enjoy, and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.



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