

Kallø launches tasty NEW premium snacking range, POP-CRISPS

Kallø, the natural food brand owned by [Wessanen UK](#) best known for its rice cakes and stocks portfolio, is set to launch Pop-Crisps, a new on-the-go snacking range featuring four premium, innovative and surprising flavours. The bold move looks to appeal to a growing audience of healthy snackers in the UK.



Himalayan Pink Salt & Hint of Black Pepper, Sea Salt & Sicilian Lemon Vinegar, Sour Cream & Dill, and Wasabi & Soy Sauce will be the first exciting flavours to hit shelves in early 2018. Available in two pack formats; a single snack bag (RRP 75p / 20g) and a sharing bag (RRP £1.95 / 85g), the Pop-Crisps provide the ideal solution for healthier on-the-go snacking.

A better-for-you ‘popped’ alternative to crisps, the latest addition to Kallø’s existing and popular healthy snacking portfolio meets the growing demand for healthier choices; 63% of UK consumers snack at least once a day but are also trying to eat healthily ‘all’ or ‘most of the time’ (source: Mintel March 2017). Kallø Pop-Crisps are made from quality ingredients and nutritious popped corn pieces including green split pea, yellow split pea and purple corn.



At around only 85 calories per 20g serving, Kallø Pop-Crisps are ideal for those looking to swap their more calorific snacks to something better for them, supporting rising demand for healthier lifestyles. The great-tasting new snack has a predominantly green rating on the nutritional wheel and is low in saturated fat, high in fibre and contains no added sugar.

“We passionately believe that consumers shouldn’t have to sacrifice on taste in favour of health, so we’re very excited to be introducing the world to our new Pop-Crisps – the new healthier, tastier addition to snacking-on-the-go from Kallø. Bursting with adventurous and incredible flavour, it’s an exciting addition to the healthier snacking category.

— Hayley Murgett, Kallø Brand Controller at Wessanen UK

“At Kallø we believe life is about what you can, not what you can’t have – and eating the right way is about loving food and having a balanced diet, based on making more intelligent food choices. You shouldn’t have to say no to the things you love.”

— Hayley Murgett, Kallø Brand Controller at Wessanen UK



In line with Kallø's brand ethos, the new Pop-Crisps are gluten free and made with only the finest natural ingredients using simple processes. They contain no artificial colours, flavours or preservatives and are suitable for both vegetarians and vegans.

Healthy snacking is a strong area of growth for the natural food brand. Kallø's rice and corn cakes enjoyed strong value sales growth of +35% over the last three years (source: IRI 2014 – 2017).



ABOUT WESSANEN UK

About Wessanen UK – 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 macaroons, 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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