

LOW SALT STOCKS SOARING

Sales of low salt stock cubes have hit an all-time high according to Kallø

Kallø, the natural food brand owned by [Wessanen UK](#), has revealed a sizeable uplift in sales of its Very Low Salt Organic Stock Cubes in light of more consumers adopting a reduced salt diet.

The announcement comes as Salt Awareness Week hits the UK – a nationwide awareness campaign from Consensus Action of Health and Salt (CASH). The campaign reminds people of the harmful effects of eating too much salt and puts a spotlight on the hidden salts found in everyday food items from bread and vegetable crisps through to stock cubes.



[CASH suggests](#) that through making simple changes, like switching to a low salt stock cube, consumers can make smarter eating and purchasing decisions and keep in line with the World Health Organisation's recommendation that consumers eat a maximum of 2g of salt per day.

Kallø's range of Very Low Salt Organic Stock Cubes has achieved its strongest sales performance to date; growing value sales at 14% over 52 weeks and securing a 36% share of the category (source: IRI 6th Jan 2018). It is the only range of stock cubes recommended by the NHS for a low-salt diet, with the lowest salt levels available in the stock cube market.



The Very Low Salt Organic Stock Cubes, available in vegetable, chicken and beef flavour, can help consumers reduce the salt in their homecooked meals including soups, risottos and stews.

“More people are recognising the health benefits of a low-salt diet and switching to reduced or low salt products. Kallo is driving this growth in the stocks category as the only range of Very Low Salt stock cubes and is able to support consumers in their mission for healthier options.”

— Beth Roxburgh, Kallo brand manager at Wessanen UK

While leading the market in reduced salt, Kallø also recently launched the UK's first Organic Stock Pot into UK supermarkets and independent health food shops.

“Kallø's range of stocks and gravies are also the perfect solution for consumers wanting to make a more natural and ethical choice and they continue to be a strong area of growth for us. Traceability is becoming increasingly important for consumers which is driving up sales for organic foods, and, as the leading organic stock cube brand, Kallø is benefiting from this trend.”

— Beth Roxburgh, Kallø brand manager at Wessanen UK

Kallø's range of flavoursome stocks and gravies are natural, organic, gluten-free and contain no artificial flavours, preservatives or MSG.

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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 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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