

# Kallø launches new Ancient Grains corn cake thins

Kallø, the natural food brand owned by [Wessanen UK](#), has bolstered its jumbo packs portfolio of rice and corn cakes with a new Ancient Grains variant to give health-conscious consumers the opportunity add more superfoods into their diet.

Ideal for a snack or a light lunch, Kallø's Ancient Grains is a corn cake thin made with organic whole grains amaranth and linseed.

Rich in protein and high in vitamins and minerals, amaranth is renowned for its many health benefits including improving digestion and boosting bone strength. While nutrient-packed linseeds are one of the richest plant sources of omega 3 fats, recognised for promoting brain, heart and joint health. Among many other benefits, linseeds are also high in fibre and can boost energy levels and cognitive function.

Vegan and vegetarian friendly, the Kallø Ancient Grains corn cake thins are also low in fat, gluten free and contain only 23 calories per thin.



Interest in foods with a strong health benefit is growing. One in three health-conscious consumers are interested in trying the latest foods to boost health. This increases to 43 per cent in the under 35s (source: Mintel, March 2017).

The nutritionally-dense and organic corn cake thins are widely available through the major health food wholesalers and cost £1.99 RRP (150g)

**Hayley Murgett, Kallø brand controller at Wessanen UK, says:**

*“The new Kallø Ancient Grains corn cakes gives health-conscious consumers the opportunity to eat nutrient-rich seeds in an enjoyable and versatile corn cake thin, which can be topped with a variety of delicious foods. Our recommended topping is pecorino, blackberry and chive.*

*“While super foods aren’t new, the emergence of different products that bring more superfoods into the diet in a tasty and interesting way are constantly refreshing the category and boosting consumer interest.*

*“At Kallø, we’re focused on innovating our natural rice and corn cake portfolio to help consumers make intelligent and healthier food choices throughout the day.”*

The new Ancient Grains product joins Kallø’s growing portfolio of rice cakes and corn cakes available in a variety of pack sizes and formats to meet different needs from on-the-go snacking to ‘big shop’ purchases.

In line with Kallø’s brand ethos, the Ancient Grains corn cake thins are made with only the finest natural ingredients using simple processes. They contain no artificial colours, flavours or preservatives.

Ancient grains – whole grains that have been around for hundreds of years and have remained mostly unchanged – largely offer a higher nutritional value than refined grain products\*.

\* [Whole Grains Council](#)

ENDS



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#### 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 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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