

# Mrs Crimble's launches new on-pack promotion across 1 million packs

## Consumers can win a luxury getaway to Coconut Bay, St Lucia

Mrs Crimble's, the gloriously gluten-free bakery brand owned by Wessanen UK, is set to launch a large-scale on-pack promotion on over one million packs Mrs Crimble's Choc Macaroons and Coconut Macaroons.

For three months from the 11th June, each participating pack will give consumers a chance to win a luxury all-inclusive holiday to tropical Coconut Bay in St Lucia; a prize inspired by the unique coconut taste of the brand's best-selling macaroons.



As a further incentive to purchase, the pioneering gluten-free brand has teamed up with [Seascope Island Apothecary](#) to offer a travel essentials beauty set worth £28 to 100 runners up.

To be in with a chance of winning one of the coveted prizes, consumers are directed to log in to a [dedicated microsite](#) and enter the unique code provided on each pack before 9th September.



Promotional packs will be available across all retail channels giving consumers more opportunity to win.

The promotion will be supported with dedicated social media content delivered in the voice of the loveable Mrs Crimble's character. The character-led social pages are designed to build the brand's online community and engage with its audience with fun content that helps its followers get under the skin of the brand.

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

*"This is the first time we've run an on-pack promotion of this scale. We were keen to offer a prize that fits in perfectly with the season and would be highly desirable for our consumers. With a getaway to St Lucia up for grabs, we're confident the promotion will help drive retail sales of our participating six-portion packs. Everything Mrs Crimble's does is full of joy. We like to treat our consumers and let them indulge in a little bit of what they fancy."*

To coincide with the new on-pack promotion, Mrs Crimble's has recently launched a new online shop where consumers can purchase a range of gluten-free macaroons, rings and cakes, savoury snacks, single-serve portions and home-baking mixes.

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. It was created over 30 years ago and is now one of the UK's biggest cake brands.



ENDS

**Notes to editor:**

For details on the on-pack promotion please visit <https://www.mrscrimbles.com/coconut>.

More information about the travel essentials kit, can be found here:

<http://www.seascapeuk.com/gifts/travel-essentials-trio.html>

To discover more about the Mrs Crimble's range go to [www.mrscrimbles.com](http://www.mrscrimbles.com) or visit the brand's twitter [@mrscrimbles](https://twitter.com/mrscrimbles) or Facebook community

<https://www.facebook.com/mrscrimbles> .

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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 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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