

Kallø boosts distribution of Popped Snacks with WHSmith

Kallø, the natural food brand owned by [Wessanen UK](#), has secured a major new listing for its new low-calorie snacking range Popped Snacks.



Targeting food-to-go shoppers, the premium snacking range is set to be added to the chilled basket areas in 80 WHSmith stores from 26th July. The stores are located in high-traffic commuter zones including Heathrow, Stanstead and Gatwick airport, London Victoria and Liverpool Street train stations.

The listing will see Kallø Popped Snacks join the meal-deal offer and will also be part of the three for £3.00 deal in the airport stores.

From 16th August, WHSmith will also add Kallø Popped Snacks to the crisp aisles in 41 stores nationwide.

The range features four innovative and exciting flavours; Himalayan Pink Salt & Hint of Black Pepper, Sea Salt & Sicilian Lemon Vinegar, Sour Cream & Dill, and Wasabi & Soy Sauce.

A better-for-you 'popped' alternative to crisps, the latest addition to Kallø's healthy snacking portfolio is gluten free as well as vegan friendly and made from high quality ingredients using popped corn and vegetable pieces.

At around only 85 calories per 20g serving, Kallø Pop-Crisps are low in saturated fat, high in fibre and contain no added sugar. Available in two pack formats; a single snack bag (RRP 75p / 20g) and a sharing bag (RRP £1.95 / 85g), Kallø Popped Snacks provide the ideal solution for healthier on-the-go snacking.

The range first launched with Ocado in April which stocks all eight SKUs in the range. This followed a sizeable deal with Eurostar which sees the single-serve format available for first-class travellers.

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

“Kallø Popped Snacks offer something a bit different. The combination of innovative and premium flavours, quality ingredients, nutritional value and pack size, makes the range really attractive for those looking for a healthy and tasty snack to enjoy on the move. We’re very confident in the rate of sale our Popped Snacks will achieve. There has been a lot of enthusiasm for this product ever since the initial launch and we’re thrilled to have expanded our distribution with WHSmith.”

“We are supporting the Popped Snacks launch with Kallø’s biggest ever media investment. Later this summer we are launching a significant advertising campaign to drive consumer awareness which will include sampling, digital, PR and national advertisements.”

Since launching in Ocado, Kallø Popped Snacks are now available in 85 health food stores nationwide. The brand also sampled 20,000 consumers through an inclusion in the Craft Gin Club subscription box in April.

In line with Kallø’s brand ethos, the new Popped Snacks 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.



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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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