

Kallø boosts breakfast occasion with new Apple & Cinnamon rice cake

Kallø, the natural food brand owned by [Wessanen UK](#), is set to launch a new jumbo pack of Apple & Cinnamon rice cakes to meet growing demand for health and convenience in breakfast products.

Offering a healthier way to start the day, the new rice cakes contain as little as 32 calories and are made with only four, all-natural ingredients; rice, corn, cinnamon and apple juice concentrate.



The delicious rice cakes will be available in a jumbo pack format (RRP £1.49 / 127g).

Breakfast represents a key eating occasion for the brand, with this and mid-morning snacking attributed to 38% of total brand consumption.

Kallø's other sweet-flavoured SKU, Blueberry and Vanilla, has helped to drive breakfast purchases, and the brand is confident the new Apple & Cinnamon flavour will have the same effect.

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

“The new Apple & Cinnamon rice cake is our second breakfast focused SKU which will sit alongside Blueberry & Vanilla to maximise on the sizeable opportunity this eating occasion represents.

“Breakfast is recognised as the most important meal of the day and yet many of us don’t have time at home to cook or prepare a healthy meal. The jumbo pack offers a great option for consumers to keep at home, or even in an office desk drawer, as a convenient and tasty low-calorie breakfast or snack.”

In line with Kallø’s brand ethos, the Apple & Cinnamon rice cakes are made with only the finest natural ingredients using simple processes. They are gluten-free, vegan- and vegetarian-friendly and contain no artificial colours, flavours or preservatives.



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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 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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