

# Kallø supports Stock Pots with Organic September campaign

Kallø, the natural food brand owned by [Wessanen UK](#), will be taking part in a dedicated Organic September activity in Sainsbury's as part of a wider campaign run by the Organic Trade Board to raise awareness of the brand's Organic Stock Pots and Rice Cakes.



Throughout Organic September, Kallø is running a Nectar card coupon promotion at the till, giving consumers 80 additional bonus points when purchasing a 4-pack of the brand's Organic Stock Pots.

The promotion is also supported with a dedicated insert inside the supermarket's consumer magazine which provides readers with a recipe using the stock pots.

Made with organic, natural and high-quality ingredients, the stock pots are available in three flavours – chicken, beef and vegetable – and echo the Kallø brand's natural ethos; each one is gluten-free and contains no artificial flavours, preservatives or MSG.



Adding to the campaign, the brand is also participating in an in-store sampling activity, giving shoppers the opportunity to try Kallø's Lightly Salted Organic Rice Cakes topped with organic cheese and chutney.

**Hayley Murgett, Kallø brand controller at Wessanen UK, comments**

*"Kallø makes food as it should be; using all natural ingredients and simple processes. We pride ourselves on having launched the UK's first ever organic stock pot. Organic September provides us with an ideal opportunity to raise awareness of the product and let people know how they can use it to bring organic into their everyday meals. We're confident the activity will have an impact at the till in Sainsbury's and are considering other ways we can work with retailers to maximise sales."*

Kallø has a varied portfolio of stocks and gravies that includes granules, cubes, and very low salt variants. All the stocks and gravies are organic and made with only natural ingredients. Kallø's stocks continue to perform consistently well and are currently out performing the category.



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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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