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Demand for rice cakes soars as Kallø secures major new listings

Kallø, the natural food brand owned by Wessanen UK best known for its rice cakes and stocks portfolio, has achieved a sizeable uplift in distribution after securing a listing with M&S for the first time.

The milk chocolate and dark chocolate variants of Kallø's luxuriously topped rice cake thins (90g) are now available in high street stores nationwide.

The brand has also significantly increased its distribution through the COOP. Kallø Organic Lightly Salted Rice Cakes can now be found in over 1,254 stores – 400% more than earlier this year. Kallø Lightly Salted Corn Cakes can also be found in 134 more COOP stores.



This is also followed by news that Tesco has stocked Kallø's Milk Chocolate Multipack and Milk Chocolate Rice Cake Thins in hundreds more stores nationwide.

The new wins are indicative of a period of growth for the brand's distribution which has risen by 14% YOY in the last 52 weeks.

The natural food brand has performed particularly well in the recent quarter, growing sales by 13% in the last 12 weeks, and 25% in the last four weeks.

Hayley Murgett, Kallø Brand Controller at Wessanen UK, says:

"It's great to see the brand performing so well in the lead up to Christmas. We anticipate this period of growth will extend into the start of next year as consumers set resolutions to make more intelligent food choices and seek out healthier options."

"Rice cakes represent a great healthy snack choice. Our chocolate topped rice cake thins are particularly popular as an alternative to a biscuit. It offers an indulgent chocolate treat but with much fewer calories."

Kallø's brand ethos is to make products from only the finest natural ingredients using simple processes. The range is gluten-free, with most of its portfolio suitable to vegans and vegetarians. It contains no artificial colours, flavours or preservatives.

Kallø's rice cakes and corn cakes are available in a variety of pack sizes and formats to meet different needs from on-the-go snacking to 'big shop' purchases.



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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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