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The UK's first organic low-salt gravy granules from Kallø hits supermarket shelves

Kallø, the pioneering food brand owned by [Wessanen UK](#), has announced the launch of a new organic gravy that contains the lowest levels of salt in the UK.

Offering a host of nutritional benefits, the low-salt variant is also gluten-free and contains no artificial ingredients or added MSG. Bolstering Wessanen's growing meat-free portfolio, the new gravy is also suitable for vegans.

Kallø's low salt and organic gravy granules were developed to help families looking for better-for-you products in bigger pack formats. With no other gravy brand fulfilling all five nutritional benefits, Kallø's strong point of difference makes it well positioned to meet the needs of families wanting to cook healthier meals from scratch at home.



The new product joins Kallø's growing portfolio of stocks and gravies that also includes organic stock cubes, organic stock pots and very low salt organic stock cubes.

The brand, which recently earned its B Corp certification alongside brand owner Wessanen UK, is committed to help consumers to make more natural, healthier food choices in the snacking and stocks & gravies categories.

Kallø's low salt and organic gravy granules (RRP £2.99) are available from March in Waitrose.

Bryan Martins, marketing director at Wessanen UK, commented:

“We pride ourselves on having a sustainable and healthy brand portfolio that can help consumers connect to nature through the foods they eat. We’ve got some fantastic products under the Kallø brand that can help to support healthier living, and our new low salt gravy granules provide a host of nutritional benefits. With more people seeking out gluten-free or vegan- and vegetarian-friendly foods, Kallø is well placed to meet consumer trends and increase sales in the stocks and gravies category.”

Wessanen UK and Kallø are part of the powerful B Corp movement which brings together like-minded sustainable and responsible businesses to make a positive impact on society and the environment.

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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 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.



Wessanen UK