

Kallø brings Organic Honey Rice & Corn Cakes to the breakfast table

Kallø, the natural food brand owned by [Wessanen UK](#), is set to launch a new Honey Rice & Corn Cake, the latest in a line of breakfast innovations from the brand.

As part of Kallø's commitment to healthier eating, the low-calorie cakes contain only three ingredients; rice, corn and honey. The organic and all-natural product will be available in a 125g pack containing 13 jumbo-sized rice & corn cakes from August at Waitrose, Sainsbury's, Ocado and other specialist retailers (RRP £1.90).

This will be the third sweet-flavoured SKU in the Kallø range alongside the brand's Apple & Cinnamon and Blueberry & Vanilla rice cakes.



The versatile and great-tasting snack offers a simple and healthy choice for breakfast and morning snacking, which makes up 38% of total Kallø consumption.

As a simple serving suggestion, top them with Greek yoghurt or peanut butter and banana. At only 37 calories per rice cake, the new Organic Honey Rice & Corn cakes are a healthier alternative to a morning piece of toast and are both gluten-free and vegetarian friendly.

Bryan Martins, marketing and category director at Wessanen UK, says:

“Kallø’s delicious new rice & corn cake is an exciting new addition to our growing portfolio of healthy foods. The 125g pack is ideal for keeping at work or at home, as a convenient breakfast for those on the go, or a great-tasting snack. Calorie-laden snacks can soon add up and so lighter options, like the new Honey rice & corn cakes, can help consumers make more considered, healthy food choices.”

In line with Kallø’s brand ethos, the Organic Honey Rice & Corn Cakes are made with only the finest natural ingredients using simple processes and contain no artificial colours, flavours or preservatives.

Kallø is the leading natural rice cakes brand; it is no.1 in the jumbo format and the fastest growing in the segment (+17% YOY) [source: IRI we 25th May 2019].

In addition to brand owner Wessanen UK, Kallø is B Corp certified in recognition of its commitment to organic ingredients and helping consumers to eat more healthily.





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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.

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