

Kallø satisfies food cravings with the 'KRC' takeaway pop-up

Kallø, the leading organic rice cake brand owned by Wessanen UK, is set to launch an unusual fast food experience that will serve a variety of takeaway favourites but with a healthier twist.

Open for three days morning, noon and night, the London pop-up will mimic the look and feel of a fast-food restaurant offering alternatives to the traditional English fry up, the classic burger and the margherita pizza each served on a simple rice cake.



From the halloumi doner; lentil cake, topped with sliced aubergine, halloumi, tomato salad and chilli sauce to the showstopping milk chocolate rice cake kebab; the experience will encourage consumers to think differently about rice cakes.

The campaign launches in response to new research that revealed the average British adult craves unhealthy food four times a day – or 122 times every month*.

Kallø rice cakes are made with only the finest natural ingredients using simple processes and contain no artificial colours, flavours or preservatives.

Bryan Martins, Marketing Director at Wessanen UK (Kallø brand owner)
comments:

“Our purpose with Kallø is to make light work of healthy eating. Eating well should be an enjoyable experience and not a sacrifice. Through the KRC pop-up we wanted to show that people can still enjoy the favourite foods they crave but in a healthier way. Kallø rice cakes are low in calories and provide the perfect base for a simple breakfast, light lunch or snack. It’s the hero of our dining experience. The KRC turns the traditional takeaway on its head in a very Kallø way and will inspire consumers to get creative with rice cakes.”

To amplify the campaign, the brand will partner with chef and food writer, Gizzi Erskine, to create dedicated social media and PR content. There will also be digital outdoor 6-sheet adverts placed locally to raise further awareness.

The idea was conceived by PR agency Golin and is being brought to life with the help of experiential agency Mad River, while Smithfield Media Agency planned and bought the outdoor advertising.



Complimentary tickets were available on a first-come-first-served basis and were sold out in advance.

Open from Wednesday 28 August to Friday 30 August, there will be three different dining slots per day with the option to eat in or take out. There is also capacity for walk ins.

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.

ENDS

* Sample: 2,000+ nationally representative UK adults (72 Point research)

Event details

Location:

KRC by Kallo
11 Queensway
Bayswater
London
W2 4QJ

Opening times:

Wednesday 28th August – 10am to 11.30pm (various slots available within these hours)

10am - 11.30 am - SOLD OUT

12 noon - 4.00pm - SOLD OUT (Walk in slots available on the day)

5.00pm - 11.30pm - SOLD OUT (Walk in slots available on the day)

Thursday 29th August - 7.30am to 8pm (various slots available within these hours)

7.30am - 11.00 am - SOLD OUT (Walk in slots available on the day)

12 noon - 4.00pm - SOLD OUT (Walk in slots available on the day)

5.00pm - 8.00pm - SOLD OUT (Walk in slots available on the day)

Friday 30th August – 7.30am to 8pm (various slots available within these hours)

7.30am - 11.00 am - SOLD OUT (Walk in slots available on the day)

12 noon - 4.00pm - SOLD OUT (Walk in slots available on the day)

5.00pm - 8.00pm - SOLD OUT (Walk in slots available on the day)



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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.



Wessanen UK