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Kallø and BOSH! partner up to deliver plant-based food inspiration

erving up a fresh strategic direction, Kallø, the market-leader in organic jumbo rice cakes and organic stocks, has unveiled its latest brand partnership with BOSH!

As part of a 12-month partnership, Kallø – owned by pioneering organic food company Wessanen UK – has collaborated with BOSH! to create engaging content for social media that champions the versatility of Kallø rice cakes and stocks as part of a plant-based diet.

Renowned for creating inventive and tempting food, online recipe channel BOSH! was founded by Henry Firth and Ian Theasby. Their videos have gone viral, attracting 26 million views a month and over two billion views in total, making BOSH!'s Facebook page the biggest vegan cookery channel in the world. They're also the UK's best-selling vegan authors of all time with three cookbooks and one lifestyle book. Increasing the duo's visibility, Henry and Ian recently fronted an all-vegan cookery series, 'Living on the Veg', which began on ITV in January 2020.

Kallø will be launching new products throughout the partnership, as well as creating recipes that promote the versatility of the range.

With a vision to create products that are better for both people and the planet, Kallø aims to encourage people to think 'plant first', building meals around the plant-based options.

The new partnership follows Kallø's recent large-scale advertising campaign 'Call on Kallø', which targeted the culinary curious healthy eater in mid-January, at a time when consumer resolve on healthier eating started to wane.



“We can all do our bit to help the planet and having just one or two days a week with no meat can help to make a world of difference. By partnering with the fantastic guys at BOSH! we’re encouraging people to be more inventive with their healthy eating choices. Kallø’s rice cakes and stocks provide the perfect base for a number of truly delicious plant-based choices to help those looking for healthy food inspiration. Healthy doesn’t have to be boring, which is brilliantly demonstrated through the energetic and fun cooking demonstrations by BOSH!”

— Bryan Martins, Marketing Director at Wessanen UK (brand owner for Kallø)

“We’re super excited to be partnering with Kallø. Our mission has always been to show just how easy and tasty being plant-based can be, with lots of healthy snack ideas along the way. Over 40% of people are looking to cut down their meat consumption and we’ll be collaborating with Kallø to show how their rice cakes, stocks and gravies are a fantastic base for loads of delicious vegan meals and snacks. Together, we’re encouraging people to think ‘plant-first’ while proving that high-protein snacks don’t have to include animal products (and can still be seriously tasty).”

— Henry Firth and Ian Theasby, founders of BOSH!, said:

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

Alongside brand owner Wessanen UK, Kallø is a B Corp certified brand in recognition of the brand's commitment to sustainability and organic ingredients and focus on nutritious food. Kallø is the leading organic stocks brand and is the fastest growing in the segment (+7% YOY) over all time periods driving category growth.

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About Wessanen UK

Wessanen UK is an organic food company, with pioneering, nutritious food 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; Kallø makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereal; 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 and cakes for all to enjoy, and Almond Breeze, the increasingly popular, healthy milk alternative.

Wessanen UK is B Corp 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.

About BOSH!

Childhood friends from Sheffield, Henry and Ian are BOSH!. They launched their plant-based recipe channel in June 2016 and have had over 2 billion views online, reaching 26 million views a month. They're the brains behind three Sunday Times Bestselling cookbooks, including the bestselling vegan cookbook of all time and are the stars of ITV's vegan cookery series Living on the Veg. Totally powered by plants, BOSH! create mouthwatering meat and dairy-free recipes that are shared across the globe. They have two British Book Awards under their belts and have been published in 8 languages.

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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