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Kallø launches NEW protein-packed veggie cakes in two tasty flavours

Kallø, the leading rice cake brand owned by Wessanen UK, is set to launch an innovative range of lentil and pea veggie cakes in two delicious flavours: Beetroot and Spinach & Pesto.

As part of Kallø's commitment to healthier snacking and offering plant-based alternatives, the new veggie cakes are low in fat and calories, high in protein and fibre and made with 100% natural ingredients. With this exciting new innovation, the brand aims to bring new consumers into the category looking for a tasty and healthy snack.

The vegetarian and vegan-friendly snacks will be available in a 122g pack containing 13 jumbo-sized cakes from May at Waitrose and Sainsbury's Ocado and other specialist retailers (RRP £2.49).

Bolstering the brand's market-leading portfolio of rice and corn cakes, the unique veggie cakes offer a vegetable-based alternative packed full of flavour to help introduce new, younger, consumers to the category and appeal to those looking to diversify their snacking choices. The veggie cakes are gluten-free and perfect for a Coeliac diet.

As a simple serving suggestion, the Spinach & Pesto Veggie Cakes can be topped with fresh pesto and a light sprinkling of pine nuts, or the Beetroot Veggie Cakes with beetroot, houmous, feta and dill.

When measuring consumer sentiment, Kallo found that 45% of customers would consider consuming these with no topping, which is three times more when comparing with rice cakes, due to its stronger flavour profile.



The new launch comes hot off the back of the brand's large-scale outdoor advertising campaign and partnership with plant-based influencers, BOSH TV. The campaign aimed to introduce the brand to a wave of culinary curious healthy eaters and inspire them to get creative with plant-based snacking.

Kallø aims to tap into growing demand for healthier snacking with a focus on plant-based products that are better for people and the planet.

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

“This is the first time Kallø has taken the rice out of a rice cake to create a new and innovative snack option. Not only do the new range of veggie cakes offer bags of flavour, they are also highly nutritious – more so than many other comparative snacking brands. The 122g packs are perfect to suit at-home snacking or light lunch options, and the delicious flavours make it ideal for attracting new consumers into the category. Our consumer feedback at trial phase was incredibly positive and we’re confident they will have strong appeal.”

In line with the Kallø product range and brand ethos, both Beetroot and Spinach & Pesto Veggie Cakes are made of natural ingredients containing no artificial colours, preservatives or flavours.

Kallø is the leading natural rice cakes brand; it is no.1 in the jumbo format and the fastest growing in the segment.

In addition to brand owner Wessanen UK, Kallø is B Corp-certified in recognition of its commitment to planet-friendly 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; **Kallø** 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