

# Case Study



## Warburtons Ltd

In April 2022, Warburtons launched their exciting new Seeds & Grains Range; Make it Grain, The Big 21 and Plant Power. The three 700g loaves are all made with 100% wholemeal flour, packed and topped with the goodness of seeds, grains and pulses.

All three products are High in Fibre and in addition, are low in sugars and High in Protein. The nutritional credentials of the range were essential when developing the new recipes.

Available in stores across the UK, the new range is aimed at both today's older consumers and tomorrow's younger consumers. They have been supported through significant in store and

social media support to engage consumers, raise awareness of the range and where relevant their health credentials.



The new range also excitingly is wrapped in paper packaging which can be recycled at home with newspapers.

