

Growing Cold Pressed Rapeseed Oil Brand Extends Range in Sainsbury's

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Farrington's Mellow Yellow announces the launch of its Classic Vinaigrette and Honey & Mustard dressings in Sainsbury's. This complements the existing Mellow Yellow range which has seen sales in Sainsbury's grow significantly over the past 12 months.

More customers than ever are purchasing cold pressed rapeseed oil as they look for a healthier alternative. Kantar Worldpanel analysis commissioned by Farrington's Mellow Yellow revealed that 230,000 households purchased British cold pressed rapeseed oil for the first time in the last year. The analysis also shows UK households increasingly adventurous nature as they add this home grown, healthier oil to their repertoire.

Cold pressed rapeseed oil has half the saturated fat of olive and is rich in Omega 3. Mellow Yellow Honey & Mustard and Classic Vinaigrette dressings are made using the brand's award winning cold pressed rapeseed oil and are completely free from additives.

Rachel Lindsay, National Account Manager at Farrington Oils, says "Our dressings are a great demographic fit for people who buy dressings in Sainsbury's. They are based on a traditional recipe that appeals to health conscious consumers. As an additive free range, they offer home cooks a quick and easy short cut to creating a homemade quality dressing."

Available in Sainsbury's store nationwide with an introductory offer of £2.50 from March 2016.

Mellow Yellow Honey & Mustard Dressing and Classic Vinaigrette 250ml RRP £3.20

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