Kantar Worldpanel Analysis Reveals Growing Number Of UK Shoppers Replacing Olive Oil For Cold Pressed Rapeseed Oil

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Growth of cold pressed rapeseed accelerates with an additional £1.6m spent by first time buyers, including a switch in spend from olive oil of £430k.

Kantar Worldpanel analysis commissioned by Farrington's Mellow Yellow has revealed cold pressed rapeseed oil is in significant growth as 235k new households purchased this British grown product in the last year. Sales over the last 5 years have grown by £4m and show an acceleration in growth over the last 12 months as an additional £1.6m has been spent by first time buyers.

The analysis shows the increasingly adventurous nature of UK consumers with the majority of the growth coming from new households adding cold pressed rapeseed oil to their existing repertoire. Kantar Worldpanel also reveal a growing number of UK shoppers replacing their olive oil for cold pressed rapeseed oil, equating to a £430k switch in spend.

Farrington's Mellow Yellow continues to have a direct impact on growth of sales by attracting first time buyers to the sector. Celebrating 10 years, farmer Duncan Farrington led the growth of the sector within the UK which is now valued at £6.5m.

Duncan Farrington says, "Farrington's Mellow Yellow is a trusted brand with recognised health benefits. Compared to the olive oil and sunflower oil market in the UK we generate only a fraction of sales but we have focused on quality and grown sustainably. We will continue to produce a high quality British product that is accessible to everyone, from home cooks to the leading chefs in the world".

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Editors notes:-

Farrington Oils, founded by farmer Duncan Farrington in 2005, was Britain's first seed-to-bottle producer of cold pressed rapeseed oil and is grown to LEAF Marque standards on the family farm in Northamptonshire. Duncan has led the growth of the cold pressed rapeseed oil sector within the UK and the company has won many awards for its products and innovation. With a smoke point of 220°C, cold pressed rapeseed oil is a wonderful high temperature cooking oil. It has the lowest saturated fat content of any widely available culinary oil and contains high balanced levels of omega 3, 6 and 9, as well as being a good source of vitamin E.

Available from Waitrose, Sainsbury's, Ocado, Midland Co-op, Booths, 500ml oil RRP £4.30.

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels. www.kantarworldpanel.com

Data from: [Kantar Worldpanel Total Cold Pressed Rapeseed Oil 52 w/e 29 March 2015]

Editorial Contact: Kelly Castelete: 01933 622809 / kelly@farrington-oils.co.uk

Farrington Oils: www.farrington-oils.co.uk Twitter:@RapeseedOilman / @RapeseedOilFans

Company Contact:

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