SHORE the Scottish Seaweed Company wins WH Smith Travel listing on the back of staycation sales boost

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On the back of a summer sales boost of their Seaweed Chips range, SHORE has just secured a 6-week trial with WH Smith Travel stores across the UK.

SHORE's chips will feature on promo shelves in 61 prime WH Smith travel sites across train stations and airports across the UK. All three flavours of SHORE's impulse-buy chip bags will be available as part of the food-to-go meal deal offer at the retailer from 28th
August 2021.

This news arrives after a dramatic hike in sales at popular tourist spots across the country over the summer months, following a surge in domestic tourism. One store on the island of Skye recorded over 120 share bags of SHORE chips being sold in a single day, with many others struggling to keep the shelves full.

Keith Paterson, joint-managing director comments "Post Covid consumers increasingly value healthier, sustainable produced food that tastes great. We have really seen a bounce from holidaymakers taking the opportunity to try something new and coming back for more. WH Smith presents an exciting opportunity for us to reach thousands more commuters and holidaymakers, building on the unprecedented sales we have seen this summer already"

SHORE Seaweed Chips are made from their own sustainably harvested seaweed from Wick, in the North of Scotland. A true local superfood, seaweed is packed full of nutrients, including iodine and prebiotic fibre. It is also bursting with antioxidants and is even a fantastic source of plant-based protein.

Keith Paterson said: "At SHORE our mission is to create an edible seaweed industry of scale in Scotland that is one hundred per cent sustainable, good for the coastal environment and beneficial for our local rural communities.

"Our success is based on creating tasty plant-based seaweed snacks and foods that appeal to the growing number of mainstream health-conscious consumers who are increasingly seeking sustainably sourced foods."

Paterson added:

"Our deliciously moreish seaweed chips are a great entry point for anyone that has not tried seaweed before. The reaction we get when people try them is fantastic, people really cannot believe how truly tasty they are."

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