

yfood Surpasses 10,000 UK Retail Outlets Following Major Tesco, Co-op and Boots Expansion

Thursday 18 June, 2026

London, Thursday 18th June: Ready-to-drink smart food brand [yfood](#) has significantly expanded its UK retail footprint, surpassing 10,000 points of sale nationwide as demand continues to grow for convenient, taste-first and nutritionally complete meal solutions.

The milestone follows a series of major retail wins and range extensions across some of the UK's biggest grocery, health and convenience retailers, including Boots, Tesco, Sainsbury's, Co-op, Holland & Barrett, Superdrug, Ocado, SPAR and Nisa.

Most notably, yfood is now available in more than 850 Tesco Superstores nationwide, with its range expanding from three hero flavours to six. The brand has also rolled out into more than 1,500 Tesco Express stores, while Co-op has extended distribution to over 2,000 stores across the UK.

In another move that shows accelerating growth, yfood has secured new nationwide listings in Boots, where shoppers can now purchase eight flavours in stores across the country, and Asda in which customers can purchase three flavours in all UK supermarkets.

The expanded distribution reflects strong retail performance for yfood. Latest data shows that the brand is outpacing the category leader, growing at more than double the market rate and injecting £13.8M incremental new value into the RTD segment in the past year alone.*

yfood is also delivering standout rates of sales across key products, with Happy Banana driving 25% growth in the in the Banana RTD category.* The performance demonstrates growing consumer demand for products within the Smart Food category that offer balanced nutrition options with great flavour profiles, in a format that fits modern lifestyles.

Alongside growing availability, yfood has continued to broaden its product range across retail partners:

The brand has also strengthened visibility in-store through marketing initiatives, including securing a dedicated Breakfast On-The-Run fixture in Tesco Express stores and introducing educational point-of-sale materials in Boots to help consumers better understand the smart food category.

Supporting its rapid retail expansion, yfood has launched its first-ever PR campaign in the UK market. The campaign has been designed to highlight the growing role of convenient, nutritionally complete food solutions in modern lifestyles – focusing on the key consumption moment of the morning commute. Underpinned by consumer research into Britain's commuting habits, which found that while Brits regularly eat during their commute due to lack of time at home, many are frustrated by traditional on-the-go breakfast options that can be messy, noisy or disruptive.

In response, yfood has introduced the '[yfood Commuter Code](#)', encouraging commuters to rethink breakfast-on-the-move while showcasing ready-to-drink smart foods as a convenient solution. The campaign forms part of the brand's wider investment in consumer awareness, helping drive trial and category understanding as yfood continues to expand its presence across UK retail.

Paul Sloane, UK & Ireland Country Director at yfood, said: "The UK has been an incredibly exciting market for yfood. Since launch, we've seen growing demand from the everyday person turning to the smart food category for convenient, nutritionally complete options that fit seamlessly into busy lives, whether that's between meetings, after the gym or during the daily commute.

"Our expanding retail presence reflects growing confidence in both the smart food category and the yfood brand. As convenience continues to evolve beyond traditional snacks and meal deals, we're seeing strong appetite for solutions that combine balanced nutrition, great taste and real convenience. Our focus this year is on continuing to build awareness, expand availability and make yfood an easy choice for consumers, wherever life takes them."

The yfood range consists of nutritionally complete ready-to-drink meals, with each bottle delivering 500 calories, 30g of protein, at least 8g of fibre and 26 vitamins and minerals. Designed to meet demand for convenient nutrition, the range caters to a variety of consumption moments, including breakfast on the go, workplace lunches, commuting and post-exercise recovery.

Media:



Related Sectors:

Food & Drink ::

Scan Me:



-ENDS-

Notes to editors:

For more information, contact yfood@ready10.media

***Source:** Total Market UK, Smart Food RTD (as defined by yfood), Value Sales, Latest 52 weeks to 16.05.26

New yfood retail listings:

- **Tesco Superstores** has expanded from three flavours, Classic Choco, Smooth Vanilla and Fresh Berry, to six, adding Happy Banana, Cold Brew Coffee and Salted Caramel to its listings.
- **Tesco Express** now stocks Classic Choco, Smooth Vanilla and Happy Banana.
- **Sainsbury's** has doubled its range from two to four flavours, adding Fresh Berry and Happy Banana to its listings alongside Classic Choco and Smooth Vanilla.
- **Boots** has launched with eight flavours, including Classic Choco, Smooth Vanilla, Fresh Berry, Happy Banana, Cold Brew Coffee, Salted Caramel, Heavenly Hazelnut and Crazy Coconut.
- **Asda** is launching with three flavours across all UK stores - Classic Choco, Happy Banana and Smooth Vanilla.

About yfood

yfood offers a range of delicious, nutritionally complete ready-to-drink meals. Available nationwide across the UK, consumers can find yfood in Tesco, Sainsbury's, Boots, Holland & Barrett and Co-op, as well as through the brand's direct-to-consumer website. For more information, visit <https://uk.yfood.com/>.

Company Contact:

—

[Pressat Wire](#)

E. [support\[@\]pressat.co.uk](mailto:support[@]pressat.co.uk)

[View Online](#)

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:

<https://www.wire.pressat.co.uk>