

Nairns supplying new range to Asda

Edinburgh-based bakery, Nairn's, has won a new supply contract with Asda which means its recently launched Oat Bar range will be stocked in the supermarket's Scottish stores.

The contract follows extensive consumer research commissioned by Nairn's, which identified demand for lower sugar options in the 'healthy bar' sector.



Asda customer service assistant Manila Margiotta is joined by account controller for Nairn's, Amy Morrison. PHOTO Ian Georgeson

The findings resulted in the Craigmillar based company

developing their new Oat Bar in three flavours which have 40% less sugar than the average fruit/cereal/flapjack bar, and all of that apparently with no compromise on taste. In response to other growing health trends, the bars are also gluten free and vegan.

Launched less than a year ago, the range, which is available in Apple & Cinnamon, Cacao & Orange and Mixed Seeds & Protein varieties, has already won a number of top food awards including Best Snack Award (Oat Bar Range) by Vegan Food & Living, Best Gluten Free Product in the 2019 Best of Health Awards, and a coveted Free From Food Award (Mixed Seeds & Protein).

Founded in 1896, Nairn's is recognised as the largest producer of oatcakes and one of the top gluten free brands in the UK. Nairn's has been a key supplier to Asda since 1996.



Asda customer service assistant Manila Margiotta *PHOTO* Ian Georgeson

Amy Morrison, Account Controller at Nairn's Oatcakes said: "As

a company which has always responded to the developing tastes and needs of consumers, we're very excited to expand distribution and share of our award-winning Oat Bar range with Asda customers. Made using only the finest gluten free wholegrain oats, we're delighted to be leading the way in creating great tasting products that everyone can enjoy."

Heather Turnbull, Regional Buying Manager at Asda, added, "As the free-from market continues to grow we're excited to show our customers that they don't need to compromise on taste when buying lower sugar products. At Asda we're proud to support home grown businesses and local farmers as we know just how important this is to our customers."