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Battle Oats

Yorkshire nutrition brand to supply 300 Holland and Barrett stores



Hull-based Battle Oats, the rapidly growing nutrition brand which specialises in high protein oat bars, has secured a deal to supply 300 Holland and Barrett stores across the UK and Ireland. The firm's products are available from today (3rd April) through HollandandBarrett.com and in stores in a few weeks' time.

Entrepreneurs Kevin Smith and Shaun Gibbins, who founded the business in 2014, named the range of gluten-free health snacks after running a social media contest to gather suggestions from health conscious target customers. Produced in a family bakery, all of the company's products are 100% natural.

Since launching three years ago, Battle Oats has grown into a leading brand available through independent health stores and gyms throughout the UK. The company also has distribution in Ireland, the Netherlands and Kuwait and now exports to more than 10 countries.

Shaun Gibbins commented: "Holland and Barrett is the UK's leading high street health food chain, so securing this deal is a major step forward for us as a business. Our reputation is growing in the flourishing fitness and sports markets, and to have products in another 300 retail outlets is a major boost for our reach in the UK."

Over the last two years, the firm has grown sales by over 100% per annum, shipping more than one million bars last year.



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Kevin Smith said: “The sports nutrition market in the UK is now valued at £580m and last year saw 21% growth in the sports protein bar and snack segment, as health conscious consumers increasingly demand nutritious snacks on the go.

“Fortunately, our products tick all of the boxes and we have established a loyal following who, along with new customers, will now find it even easier to find our products on high streets throughout the UK.”

The pair are hopeful that the deal will help them open doors with other high street retailers and supermarket chains that are increasingly stocking gluten free protein snacks.

“We are in conversations with a number of other retailers, and with some new products coming online in Q2 that broaden the ‘free from’ range we already offer, we are confident of securing more retailers this year,” concluded Kevin.