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By Fred Searle

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Crussh expands to more Sainsbury's stores



Health food specialist rolls out retail range to 300 branches from Exeter to Edinburgh following success in the capital

Healthy food-to-go retailer Crussh is extending its range to 300 Sainsbury's stores following its success in 61 London outlets of Sainsbury's Local last year.

The chain launched a number of 'healthpots' and wraps at the supermarket's convenience stores in May 2019 and is now expanding to areas beyond the capital and off the high street.

The exclusive retail range includes a selection of Crussh healthpots, priced from £2.80, and wraps,

priced from £3.65, including a number of vegan and protein-based lines.

Among them are the vegan Spicy Chipotle Corn & Avocado healthpot, the Lentil & Feta healthpot, the vegan Avocado & Red Pepper wrap and a Spicy Chipotle Chicken wrap.

Crussh chief executive Shane Kavanagh said: "We're delighted to be further strengthening our relationship with Sainsbury's by extending our retail range to 300 Sainsbury's stores throughout the UK.

"We're thrilled that customers will now be able to buy our 'fit food' in Sainsbury's stores from Exeter to Edinburgh, giving us a great opportunity to bring our food to new customers whilst providing something new and exciting for Sainsbury's shoppers."

Crussh continues to operate its concession site in Sainsbury's Pimlico, which opened in June 2017, selling its full range of healthy food, freshly made juices and smoothies and organic coffee.