

CBD brand backed by Andrew Flintoff eyes sales jump after successful 2022

A CBD brand backed by former England cricketer and current Top Gear host Andrew Flintoff is eyeing sales of almost £20m this year.

Naturecan was co-founded by CEO Andy Duckworth and Paul Finnegan in 2019 and now has 50 members of staff based at St Petersgate in Stockport.

The company, which said Mr Flintoff is “one of several high profile investors”, has reported sales of over £11m for 2022 and has forecast revenues of more than £18m this year.

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Mr Duckworth is also the [co-founder of e-commerce investor and growth agency eComplete Group](#) and was previously the CEO of THG-owned Myprotein from 2011 to 2018. He has also held positions at Matalan and Pets at Home.



Former England cricketer and Naturecan investor Andrew Flintoff

(Image: Naturecan)

He said: “We had a really strong year and thankfully some of the supply chain issues which have been hitting business such as the increase in freight costs have not hit us as hard.

“We are really excited about 2023 and are projecting sales to nearly double again thanks to the global demand for CBD and wellness products, the loyalty of our valued customers, and hard work and talents of our staff.”

Naturecan’s range includes oils, snacks, protein supplements and balms, all of which are created using natural hemp plant sourced from Oregon, USA.

The company has not revealed if it made a pre-tax profit or loss in 2022.

Mr Duckworth added: “Customers have really switched on to the benefits of CBD, whether that is through taking oils, capsules, gummies, snacks or in their beauty regime to support

their physical and emotional well-being.



Naturecan's co-founders Paul-Finnegan and Andy Duckworth
(Image: Naturecan)

"There is no big secret. We invest in planning and preparation early to make sure we have the right stock in the right place.

"A big part of our success is word-of-mouth recommendation – that is the best form of marketing you can get. Customers telling their friends, 'You have got to try this'.

"I know the products work because I use them myself. I am pretty wired generally and take our CBD supplements to help me sleep."

Other celebrities known to have used the company's products include Paddy and Christine McGuinness, Jamie Redknapp and Laura Woods.

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