

Harry Kane-backed health food brand Bio&Me scores extra £1.6m investment

A health food brand backed by England captain Harry Kane has secured an extra £1.6m investment.

The Tottenham striker first invested in Chester-based Bio&Me [in March 2022](#) as part of a £1.4m deal.

The company has deals with Asda, Boots, Holland & Barrett, Sainsbury's, Tesco, the Co-op and Waitrose.

READ MORE: [Click here to sign up to the BusinessLive North West newsletter](#)

Bio&Me said it will use the additional money from the new fundraising round to invest in marketing and grow its sales team.

The business has said its retail sales run-rate currently stands at £7m.



Bio&Me is based in Chester

(Image: Bio&Me)

Bio&Me co-founder and CEO Jon Walsh said: “The fact our revenue has more than doubled year-on-year made it a great time for us to do our raise.

“Bio&Me is now in a really strong position to continue its growth rate across 2023, driven by consumer demand for products that taste good as well as do good.

“We’re looking ahead to our next big gut health category launch next year – watch this space.”

Lead investor Giles Brook said: “Collectively the team has done a fantastic job raising our funding target in such a short time frame with 70% of those funds coming from existing investors, showing the degree of confidence they have in the

business, brand and team.

“This raise is a reflection of how far Bio&Me has come in 2022. The business has more than doubled in size, demonstrating category leading rate-of-sale and repeat rates through an ever-increasing loyal customer fanbase.

“With a significant amount of incremental business already secured for 2023, we believe it’s set to be another landmark year with even more consumers coming on board and adopting Bio&Me’s great tasting, gut healthy products into their daily lives.”

Dr Megan Rossi, Bio&Me co-founder, said: “I am so grateful to our current and new investors for believing in us and our mission.

“My goal has always to been to make tasty food solutions that can carry genuine health claims.

“As a dietitian and scientist, that is what matters to me and I believe is what is driving Bio&Me’s growth.”

READ NEXT:

- [Funding deal secures first phase of £400m Mayfield development](#)
- [Pay staff more and Manchester would get £72m boost, research says](#)
- [The 24 latest hires and promotions across the North West](#)
- [‘ Sustained decline’ in North West business activity, shows NatWest figures](#)
- [Rollercoaster year for Matthew Moulding’s THG continues as shares recover from historic low](#)