

Huge Tesco deal for health food brand backed by Harry Kane

A health food brand backed by England captain Harry Kane has secured a major distribution deal with Tesco.

Products from Chester-based Bio&Me will now be available in almost 800 stores across the UK.

The company already has listings with Sainsbury's Waitrose, Co-op, Ocado and Holland & Barrett.

[READ MORE: England captain Harry Kane joins £1.4m investment into health food brand Bio&Me](#)

Bio&Me reported retail sales of £3m in 2021 and has said it is on track to treble that figure this year.

Co-founder Dr Megan Rossi said: "At Bio&Me, we're on a mission to make looking after your gut health as easy and as accessible as possible.



Bio&Me is based in Chester

“As a dietitian and a scientist, I’m interested in delivering great tasting food that also truly delivers on its health claims.

“This is what Bio&Me is all about. I’m excited to be introducing the brand to a whole new raft of consumers via Tesco.”

Co-founder and CEO Jon Walsh added: “Consumers are engaging with their gut health now more than ever before.

“The demand for quality digestive health products continues to grow as more consumers become interested in self-care on the back of the pandemic.

“Bio&Me’s success is testament to the belief and support from key retailer buyers across the board.

“We are incredibly grateful to them and this significant new

listing will help propel the brand to the next level.”

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