

Waitrose removes another popular brand from its shelves after Warburtons row

Waitrose has removed another popular brand from its shelves.

The supermarket chain, which is part of the John Lewis Partnership, has stopped selling Mornflake porridge after having done so for 50 years.

The move comes after Waitrose also took all Warburtons products from its shelves [in a row over performance](#).

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The Mornflake brand is owned by Morning Foods, a Cheshire company that can trace its roots back to 1675.

The company's products are sold by the likes of Morrisons, Asda, Ocado, Booths, Amazon and Home Bargains and is one of Crewe's largest employers alongside Bentley.

In its most [recently available financial accounts](#), Morning Foods reported a turnover of £165m and pre-tax profits of £7m.

Waitrose has been contacted by BusinessLive while Morning Foods declined to comment.

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