

FUEL10K launches brand new fully recyclable porridge sachets



- Just in time for the official start of porridge season, available nationwide at ASDA -

B Corp breakfast brand [FUEL10K](#) has announced it is launching its popular porridge range in handy, single portion sachets.

The new launch coincides with the arrival of Autumn (23 September), signalling the official start of porridge season. As the weather takes a chilly turn, a warm bowl of delicious porridge is the perfect start to a busy day.

Available from the end of September at ASDA stores nationwide, the sachets make it even easier to pop in your bag to make at the office post your morning workout or keep well fuelled when travelling or on the go. Shoppers have three flavours too choose from - Golden Syrup, Salted Caramel and Chocolate.

After months of development, the team at FUEL10K is delighted to have successfully ensured the porridge sachets are fully recyclable, maintaining their commitment to doing better.

Suitable for vegetarians, FUEL10K's porridge recipes are made with the finest rolled oats and boosted with milk protein to make a seriously tasty porridge that doesn't compromise on convenience or nutrition.

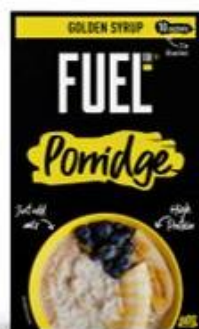
Scott Chassels, managing director at FUEL10K, said:

“Porridge is always a good staple to turn to in the mornings to fuel your day, and it becomes even more popular as we move into the autumn and winter seasons, with colder mornings coming in.

“We’ve always had great feedback about how tasty our porridge is, and we wanted to provide customers with a range of options to suit their lifestyles – whether that’s the larger porridge pouch for breakfast at home, one of our porridge pots for eating on the go, or the newly launched sachets for a quick, delicious and economical option.”

Find the new FUEL10L porridge sachets at ASDA stores nationwide or online for £2.75 (RSP) for a box of 10 36g sachets.

Visit [FUEL10K.com](https://www.fuel10k.com) for more information on the wider range.



[FUEL10K Chocolate Porridge, 10 x 36g sachets, £2.75 \(RSP\)](#)

[FUEL10K Golden Syrup Porridge, 10 x 36g sachets, £2.75 \(RSP\)](#)

[FUEL10K Golden Syrup Porridge, 10 x 36g sachets, £2.75 \(RSP\)](#)

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Notes to Editors:**About FUEL10K**

- FUEL10K makes fuel for busy people and is celebrating its 10th birthday in 2022.
- Proud to be a B Corp breakfast brand since March 2021, FUEL10K is committed to doing better, from improving nutritional value without compromising on taste, to reducing the use of plastic, with the brand's best-selling granola packaging being 100% recyclable since 2021.
- A constant thread throughout product development is to reduce the use of sugar, creating healthier breakfast products for busy people. The team is also working hard to lessen their carbon emissions and offsetting where possible too.
- FUEL10K is available at all major UK supermarkets, including Sainsbury's, Tesco, Morrisons, Ocado, Asda, Co-Op, and online at Amazon.
- Join the conversation on social #FuelYourJourney: Instagram @FUEL10K, Facebook @FUEL10K, Twitter @FUEL10K
- Find out more via the website, www.FUEL10K.com

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