Organic pioneer, Biona, was one of the first organic food brands in the UK and continues to lead the £3 billion organic food category three decades on, with over 400 ethically sourced products, distributed in over 40 countries around the world.

Biona continues to drive incremental sales, launching an average of 25 new products a year over the past two years. The range drives volume sales by offering compelling trade-up options for consumers, satisfying premium missions.

67% of our products are produced with renewable resource

At Biona, protecting the environment is always at the forefront of our thinking, we have recently launched some of our bestselling products in plastic-free, paper packaging.

Donata Berger, Co-Founder and Sales Director

Biona delivers a high frequency of purchase. The percentage of our products in customer ‘favourites’ is 50.99% (versus a category average of 25-43%).

55% of consumers mention quality when asked “What do you like most about Biona?”

Contact: SalesTeam@windmillorganics.com | 0208 547 2775

Source 1 and 3: Last 12 weeks, Canned Vegetables Category, Retailer X
Source 2: Biona customer survey XXI respondents 2021
KEY RANGES

Tomatoes

Coconut

Rye bread

Beans

Other

Contact: SalesTeam@windmillorganics.com | 0208 547 2775
NEW PRODUCT LAUNCHES

Oils

Chilled

Contact: SalesTeam@windmillorganics.com | 0208 547 2775
FRESH NEW LOOK

The premium new look includes the introduction of vibrant illustrations that amplify nature, provenance and the sense of taste at the heart of each product. The iconic logo has been refreshed with a new gold, textured look, reflecting the high-quality customers have come to expect. The new packaging will be rolled out across the range of over 400 organic products, with a vision to highlight nature’s diversity; celebrating the abundance, positivity and versatility of organic produce and farming.

“Ours is a fresh look and we’re confident it will stand out on shelves. It speaks to younger, eco-conscious shoppers whilst maintaining the loyalty of our existing customers.”

Biona Co-Founder & Sales Director Donata Berger

“100% Paper packaging

Our range is already 95% recyclable, but we’re always seeking innovative ways to do better for our planet. We saw the rebrand as an opportunity to be more sustainable, making the switch from plastic to paper packaging for some of our best-selling ranges.”

Kelly Stalker, Marketing Manager

“Biona Organic, one of the UK’s leading organic food and drink companies, has revealed their first rebrand in over 10 years.”

Grocery Trader

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