



Just Live a Little Ltd

Ambient

Background

Just Live a little Ltd was founded in 2012 by Jill and David Crawford and specialises in the manufacture, sales and marketing of Granola Cereals and Granola cereal bars.

The company started from a market stall in St George's market, before securing initial contracts with Hastings Hotels to supply their breakfast cereals and many local independents retailers.

Just Live a Little launched its re-branded and extended product range in July 2014 and has already established several new contracts as a result.

Today the company offers 6 varieties of Granola Breakfast Cereals in both retail and foodservice formats including organic gluten free granola - along with a range of 2 granola bars and 2 on the go portion pots.

The granolas, all handcrafted, are currently exported to the UK, RoI, Germany, France, Scandinavia, Hong Kong, Malaysia and the United Arab Emirates.

In the UK, Just Live a Little supplies major retailers including Waitrose, Sainsbury and Tesco. It is also listed by Ocado, the leading on-line retailer.

Product Range

Artisan Whole Almond Granola
Artisan Cranberry & Cashew Granola

Artisan Triple Nut Gluten Free Granola
Oatyberry Granola
Oaty, Apple & Cinnamon Granola
Strawberry Granola (No added sugar)
Tripleberry Granola (No added sugar)
Sunflower and Bramley Apple Granola
Coconut and chia with pumpkin seeds and quinoa Granola (Low sugar)
Artisan Whole Almond Pour-in Pack
Artisan Cranberry & Cashew Pour-in Pack
Trail Mixes – Plant Protein, Smart Energy & Salted Chocolate.
Yogurtberry Bar 3 Pack (45g)
Fruit Chew Bars 3 Pack (45g)
Fruit Chew Bar
Yogurtberry Bar

Customers

Waitrose
Tesco
Asda
OCADO
Henderson Group
Diverse Fine foods
SFD Ltd (Foodservice distribution)
RoI: Tesco, Taste the View, Simply Wild & Aldi
Musgrave Group (Supervalu, Centra, Mace)
Taste of America Madrid

LuLus - Dubai
Spinneys - Dubai
ISPC - Belgium
120 Franprix stores & 100 Auchan stores across France
Casino Group France
Co-Op
Apple Green
Casino Group & Auchan stores, France.

Accreditations

- BRC accredited facility

Contact this supplier

- **David Crawford**

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