# Griddle secures £500,000 to expand frozen waffle range and rebrand with vegan launch



Frozen waffle brand Griddle has successfully secured nearly £500,000 in funding to facilitate a comprehensive rebranding effort and introduce new product lines. This financial boost comes as the company aims to carve out a more prominent space in the rapidly evolving frozen food market, which, despite a noticeable slowdown last year, still holds potential for innovation and growth.

The newly injected capital will be managed under the guidance of seasoned industry professionals, notably David Wagstaff, former CEO of St Pierre Bakery, who has been appointed non-executive chairman. He will be joined by Megan Harrison, former marketing director of St Pierre, now taking on the role of non-executive director. Both will work alongside Griddle's co-founders, Ella Harland and Sophie McGregor, who launched the brand in 2019 as a premium offering in the frozen bakery sector.

Harland expressed optimism about the funding, indicating that it will significantly accelerate growth and support upcoming product launches later in the year. Currently, Griddle’s product range includes five offerings—Original Wholegrain, Blueberry, Choc Chop, and two protein variants—all adhering to non-HFSS (high in fat, sugar, and salt) standards. These products are already stocked in major retailers such as Tesco, Asda, and Ocado, and the company recently expanded its presence to around 300 Tesco locations. As part of its ambitious growth strategy, Griddle aims to more than double its sales in the coming year.

Wagstaff noted the premiumisation trend in the frozen food sector, stating, “Frozen food is becoming more premium and there is a gap for a brand like Griddle in a sector that has traditionally been devoid of innovation and brand loyalty.” This sentiment reflects a larger industry trend where both savoury baked goods and desserts continue to attract consumer interest, with overall volumes in these categories increasing by 3% despite an overall sales rise of just 1.6% for frozen food in 2024.

What may also drive Griddle's success is the broader growth of the frozen waffle market, projected to expand significantly in the coming years. The North American frozen waffle market alone is estimated to grow from approximately $1.35 billion in 2023 to over $2 billion by 2030, driven largely by the demand for convenience foods and an increase in single-person households. This mirrors trends in the UK and globally, where the frozen food market is increasingly catering to evolving consumer preferences for health-conscious, convenient dining options.

In December 2023, Griddle will further diversify its offerings with the launch of a line of frozen vegan toaster waffles. This move aligns with an increasing consumer inclination towards plant-based diets and sustainable food choices, indicating the brand's commitment to keeping pace with market shifts.

As the frozen food landscape continues to evolve, Griddle appears poised not only to benefit from its recent funding but also to contribute to the resurgence of innovation and brand loyalty in a sector that is slowly being transformed by premium offerings and conscious consumerism.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.thegrocer.co.uk/news/griddle-raises-500k-to-help-accelerate-frozen-waffle-growth/705198.article), [[2]](https://www.thegrocer.co.uk/news/griddle-raises-500k-to-help-accelerate-frozen-waffle-growth/705198.article)
* Paragraph 2 – [[1]](https://www.thegrocer.co.uk/news/griddle-raises-500k-to-help-accelerate-frozen-waffle-growth/705198.article), [[2]](https://www.thegrocer.co.uk/news/griddle-raises-500k-to-help-accelerate-frozen-waffle-growth/705198.article)
* Paragraph 3 – [[2]](https://www.thegrocer.co.uk/news/griddle-raises-500k-to-help-accelerate-frozen-waffle-growth/705198.article), [[5]](https://www.snackandbakery.com/articles/109276-state-of-the-industry-2023-breakfast-sector-expands-its-purview)
* Paragraph 4 – [[3]](https://www.businessmarketinsights.com/reports/north-america-frozen-waffles-market), [[6]](https://www.kingsresearch.com/frozen-waffle-market-560)
* Paragraph 5 – [[7]](https://frozenet.com/product-spotlights/frozen-bakery-delights/griddles-innovative-entry-into-the-vegan-market-new-frozen-vegan-toaster-waffles/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thegrocer.co.uk/news/griddle-raises-500k-to-help-accelerate-frozen-waffle-growth/705198.article> - Please view link - unable to able to access data
2. <https://www.thegrocer.co.uk/news/griddle-raises-500k-to-help-accelerate-frozen-waffle-growth/705198.article> - Griddle, a frozen waffle brand, has secured nearly £500,000 to fund a rebrand and introduce new products. Investors include former St Pierre Bakery CEO David Wagstaff, who will become non-executive chairman, and former marketing director Megan Harrison, joining as a non-executive director. Co-founders Ella Harland and Sophie McGregor established the business in 2019, offering non-HFSS products like Original Wholegrain, Blueberry, Choc Chop, and two protein variants, available in Tesco, Asda, and Ocado. The company recently expanded into approximately 300 Tesco stores and aims to more than double sales this year. Wagstaff noted the frozen food sector's premiumisation and the gap for innovative brands like Griddle. Harrison emphasised the need to 'futureproof' the company's positioning. Despite a slowdown in the frozen food boom, savoury baked goods and desserts continue to perform well, with volumes up 3%.
3. <https://www.businessmarketinsights.com/reports/north-america-frozen-waffles-market> - The North American frozen waffle market is projected to grow from US$ 1,353.87 million in 2023 to US$ 2,036.58 million by 2030, at a CAGR of 6.0%. This growth is driven by increasing demand for convenience foods and the rising number of single-person households, which prefer ready-to-eat products. The market is segmented by type (flavored and unflavored/plain), category (gluten-free and conventional), and distribution channel (supermarkets and hypermarkets, convenience stores, online retail, and others).
4. <https://sagrainc.com/the-rise-of-waffles-and-pancakes/> - Pancakes and waffles have seen significant growth in popularity across the United States, becoming staples not only during traditional breakfast hours but throughout the day. This trend is attributed to their versatility and increasing consumer demand. The market for frozen waffles, in particular, is expected to reach $285.3 million by 2024–2028, growing at a CAGR of 4.95%. This expansion is driven by the convenience and appeal of these products to a broad consumer base.
5. <https://www.snackandbakery.com/articles/109276-state-of-the-industry-2023-breakfast-sector-expands-its-purview> - The breakfast sector, including products like French toast, pancakes, waffles, and breakfast sandwiches, experienced growth in the past year, with some new innovations released. Data from Circana indicates that the 'frozen breakfast food' category increased by 12.1% from the previous year, with total sales of $5.439 billion. The frozen waffles category alone brought in $1.235 billion, marking a 10.5% increase. Leading brands in this segment include Kellogg’s, private labels, Kodiak, and Hungry Jack.
6. <https://www.kingsresearch.com/frozen-waffle-market-560> - The global frozen waffle market was valued at USD 3.71 billion in 2023 and is projected to reach USD 6.87 billion by 2031, growing at a CAGR of 8.03% from 2024 to 2031. This growth is attributed to increasing demand for convenience foods, evolving consumer preferences, and the expanding frozen food industry. Manufacturers are responding by offering diverse flavours and packaging formats to cater to consumer needs and preferences.
7. <https://frozenet.com/product-spotlights/frozen-bakery-delights/griddles-innovative-entry-into-the-vegan-market-new-frozen-vegan-toaster-waffles/> - In December 2023, Griddle introduced a new line of frozen vegan toaster waffles, catering to the growing demand for plant-based options. These waffles are likely made with alternative ingredients such as oat, almond, or chickpea flour, appealing to vegans and consumers with gluten sensitivities. The product launch reflects a strategic move to diversify Griddle's offerings and meet modern dietary preferences, aligning with the trend towards sustainable and health-conscious food choices.