

**NEWS 30 SEPTEMBER 2025**

**QUORN IS BACK ON TV WITH NOTHING TO HIDE**

**The brand is also teaming up with nutritionist Rhiannon Lambert, to bust myths and**

**cut through the noise surrounding meat alternatives.**

Quorn is back on TV for the second time this year with its biggest campaign for frozen meat free in over four years.

Launching 4 October, the UK’s No.1 meat-free brand[[1]](#footnote-1) is rolling out **‘Nothing to Hide’**, a multi-million-pound campaign celebrating its high protein, no artificial ingredients range, complete with a brand new ad creative.

The 10-week blitz which includes TV, VOD, social, influencers, podcasts and PR will reach millions of consumers across the UK. The activity also includes Quorn’s biggest ever shopper marketing campaign in over 1,500 supermarkets in the UK. The activity will reach shoppers at up to 8 different touchpoints on their path to purchase including branded freezers, gondola ends, instore radio and online activity.

The new ad creative, Nothing to Hide, stars the brand’s much-loved puppet crew, Perry Pig, Clarence Cow and Chickson Chicken cooking up delicious meals with Quorn’s frozen Mince and Pieces, plus a surprisingly reveal.

Opening with the velvety tones of Colin McFarlane as Perry, viewers are treated to a mouthwatering Massaman curry made with Quorn Pieces, complete with the line: “no artificial ingredients.” At this point, the puppets then spot that their lower halves are pixelated. Cue Clarence’s startled outburst “Wait! No artificial ingredients, is that why we’re naked!?”

Chickson’s shocked realisation that she too is naked cuts straight to another sumptuous dish, a smoky burrito, loaded with juicy Quorn Mince, described in Perry’s silky-smooth delivery.

The ad signs off with a showcase of Quorn’s hero dishes, before giving viewers one last behind-the-scenes shot where Clarence asks, “Have we always been naked?” to which Chickson replies, deadpan: “I don’t know.”

**Lucy Grogut, Head of Brands at Quorn Foods,** said: “Consumers are scrutinising ingredients more than ever, and we’re putting Quorn right at the centre of that conversation with our loveable puppets. Our distinctive trio unveil the naked truth about Quorn in a campaign where we’ve combined taste, health, education and humour to get the nation to question why they aren’t already buying Quorn, given how tasty, nutritious and convenient our products are.”

The launch follows the success of Quorn’s “Mission Snack Swap” campaign earlier this year. The biggest campaign of its kind for the meat free snacking category drove up purchase intent among buyers of Quorn by almost 10% and kept non-buyer intent at a massive 74%[[2]](#footnote-2) whilst delivering record levels of sales and market share for Quorn’s snacking range[[3]](#footnote-3).

System 1 testing shows ‘Nothing to Hide’ packs a similar punch, landing a Strong score for short-term sales potential and a Good for long-term market share growth.

Quorn is also joining forces with a leading nutritionist, author and podcast host, Rhiannon Lambert on a myth-busting campaign to tackle misinformation around “ultra-processed” foods and reframe the conversation around meat alternatives.

Lucy explains: “It’s been frustrating to see how often meat free gets dismissed and demonised in sweeping generalisations. Quorn Mince and Pieces are nutritious, delicious, and a positive protein choice. In partnership with Rhiannon, we will cut through the noise with no-nonsense, expert insight that genuinely helps consumers make better food choices.”

The range also features bold new packaging that spotlights two key consumer priorities: High in Protein and No Artificial Ingredients. Backed by extensive consumer research, both claims achieved the top-level, five stars with shoppers. The new look packs which also roll out on Quorn Swedish Style Balls and Quorn Strips, also tested strongly, delivering uplift in shopper perceptions around taste and health credentials and, critically, purchase intent with both current and non-buyers , signalling a significant opportunity for growth.

**ENDS**

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1. NIQ Panel, Total GB, 52 w/e 09.08.25, Quorn Foods Defined Meat Free Universe [↑](#footnote-ref-1)
2. Blue Yonder Brand Growth System July 2025 [↑](#footnote-ref-2)
3. NIQ EPOS and Panel 4 and 12 w/e data to 9th August 2025 [↑](#footnote-ref-3)