

The taste of childhood with less sugar, more protein, and fewer carbs, meet SURREAL

As part of our quick founder questions series – or QFQs – we spoke to Kit Gammell, cofounder of SURREAL about re-inventing a childhood favourite for a modern, health-conscious lifestyle, removing the fear of failing and the growing list of stockists.

Temps de lecture : minute

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What was the catalyst for launching SURREAL?

We loved cereal as kids (who didn't?). But as adults you're stuck choosing between the sugary junk ones, or the boring adult ones that taste like cardboard.

We figured it'd be fun to try and change that.

Tell us about the business – what it is, what it aims to achieve, who you work with, how you reach customers and so on?

We take the sugary cereals you loved as a kid and give em a grown up reboot – think high protein, zero sugar, childhood taste. We're basically a protein bar but in cereal form.

How has the business evolved since its launch?

We launched 2.5 years ago, we've gone from a couple of hundred orders a month to selling a box of cereal every minute. Plus we're now in Sainsbury's, Co-op, Ocado, Holland and Barrett, Amazon and more.



Tell us about the working culture at SURREAL

We're selling cereal, not carrying out brain surgery, so we try to not take things too seriously. We give our people freedom to do what they're good at – and encourage them to try things without being worried about failing. (And there's been plenty of fails.)

How are you funded?

We've been fortunate enough to have some fantastic angel investors join us.

What has been your biggest challenge so far and how have you overcome this?

Turns out making a cereal that's high protein AND zero sugar AND still tastes great and pretty hard – especially when you've got no food science experience. Thankfully we've managed to meet some much cleverer people along the way who've helped turn the dream into a reality.

How does SURREAL answer an unmet need?

There aren't many foods that are healthy AND tasty – but we reckon we tick both boxes. And c'mon, who doesn't love cereal?

What's in store for the future?

It'd be pretty cool to sell a bowl of cereal every second - maybe that will be our next goal.

What one piece of advice would you give other founders or future founders?

DON'T DO IT. Only joking - if you're thinking of starting something - just go for it. It's pretty amazing what starts happening when you start trying.

And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

My child wakes up at 7am and I roll out of bed still shocked at how early it is. From there I generally try to power myself with litres of coffee until bedtime.

Kit Gammell is the cofounder of SURREAL.



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