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Whole Earth launches its first peanut butter with real honey



Whole Earth, the UK's number one peanut butter brand, is set to launch Whole Earth Smooth Peanut Butter with Honey (RRP: £3.99, 340g) in Asda stores from February.

Following the successful launch of the brand's Chocolate & Hazelnut variant, Whole Earth has combined the UK's two most popular spreads, honey and peanut butter, to create a versatile and delicious option to delight customers.

Made with real honey, the new spread is ideal as a porridge or cereal topping, spread on pancakes or as baking ingredient. With over 13.5% (Kantar Worldpanel: January 2020) of customers incorporating peanut butter to breakfast cereals and porridge, combining the spreads was a natural next step for a convenient option.

Bryan Martins, Whole Earth marketing and category director at Ecotone UK (formerly Wessanen) said:

“Whole Earth Smooth Peanut Butter with Honey brings together two powerhouses in the spreads category into one jar. For all those people who add both peanut butter and honey to their breakfast, it is not only convenient but also tastes incredible. Both naturally delicious, the flavours of peanut butter and honey marry together perfectly. Following the rapid boom of baking during lockdowns, we predict Whole Earth Honey Peanut Butter to be a staple in every avid baker’s pantry.”

The launch follows an exceptional year of growth for Whole Earth. In 2020, the brand built on its market-leading position and is growing ahead of the category at 32% vs 26.2% (IRI: 52 w/e 5 December 2020).

An official supporter of Team GB, Whole Earth will continue to focus on its ‘Good for you, good for the Earth’ strategy in 2021, while continuing to support the Sumatran Orangutan Society (SOS) with a pledge to aid reforestation and increase biodiversity.

In line with the brand’s commitment to natural, wholesome ingredients, Whole Earth Smooth Peanut Butter with Honey contains no artificial flavours or preservatives.

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About Whole Earth:

Founded in 1967, Whole Earth creates natural and wholesome foods that are good for you and good for the planet. With a firm commitment on real, down-to-earth goodness, Whole Earth makes delicious, natural nut butters and other store-cupboard essentials that are made with real-food ingredients with nothing artificial added.

Accredited as a B Corp brand, Whole Earth is the UK’s no.1 peanut butter and is best known for its growing spreads portfolio. To raise awareness of the natural goodness of peanut butter, Whole Earth is an official supporter of Team GB for the 2021 Olympic Games.

Each of Whole Earth’s peanut butter jars are fully recyclable and the brand has teamed up with the Sumatran Orangutan Society to plant 20,000 trees in Sumatra in 2021, supporting the region’s biodiversity.

Part of the Ecotone UK family, the Whole Earth approach spans; Healthier People, Protecting the Earth and Reducing its Impact.

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