

## Whole Earth launches the ‘bee’s knees’ of peanut butter

*UK’s number one peanut butter launches first honey variant*



Taking the two champions of breakfast and combining them together, **Whole Earth** is launching a delicious, new honey variant of peanut butter.

Available in Asda stores from February (RRP: £3.99, 340g), Whole Earth Smooth Peanut Butter with Honey marries together the wholesome nutty flavours of smooth peanut butter with real honey to create a unique flavour sensation.

From stirring into porridge or Greek yoghurt to baking it into cakes, flapjacks or muffins, Whole Earth Smooth Peanut Butter with Honey is incredibly versatile, making it a store cupboard essential for many during lockdown and beyond.

Packed full of natural protein and fibre, Whole Earth is the UK’s number one peanut butter brand focused on products that are good for you, and good for the earth.

**Kirstie Hawkins, brand controller at Whole Earth, says:**

*“It was a natural move to combine the nation’s favourite spreads, peanut butter and honey. In doing so, we’ve managed to create a flavour fusion that not only tastes amazing, but is incredibly versatile and aligned with Whole Earth’s brand values. Harmonising perfectly with the rise in home baking, Whole Earth Honey can enhance the flavour of home baked goods, as well as your morning breakfast.”*

Whole Earth Smooth Peanut Butter with Honey is ideal for those following a vegetarian or gluten-free diet and contains absolutely no artificial flavours or preservatives.

With a strong focus on aiding global biodiversity, Whole Earth has strengthened its support for the Sumatran Orangutan Society by encouraging consumers to become Forever Forest Guardians and sign up to the newsletter. For every new sign up, Whole Earth will plant one new tree – pledging to help plant 20,000 trees in part of the Leuser Ecosystem in Sumatra.



**ENDS**

### **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.

---

 pr.co

**HIGHLIGHT**

Highlight PR