

Whole Earth launches Team GB sponsorship campaign to celebrate Tokyo Olympic Games



Kick starting its Team GB sponsorship, Whole Earth, the UK's leading peanut butter brand, is drumming up team spirit through a multi-channel campaign, supported with enhanced social media spend.

Launching in February, YouTube animations featuring Whole Earth peanut butter jars competing in various Olympic sports, aim to guide consumers to [wholeearthfoods.com](https://www.wholeearthfoods.com) where they can engage with a plethora of Team GB content.

Shoppers will have the opportunity to purchase their own personalised, Team GB-branded peanut butter jars (£10 per jar, 340g) for the first time ever from the online webstore.



The brand is also encouraging a bit of friendly competition, tasking webpage visitors to play a game to decide whether they are ‘Team Crunchy’ or ‘Team Smooth’ in peanut butter preference. All players will be added to a prize draw for a chance to win a range of Team GB merchandise. Keen competitors can track the winning choice via a colour-coded map identifying the ‘Smooth’ and ‘Crunchy’ hotspots across the UK.

To increase visibility with shoppers, Whole Earth is supporting the campaign with enhanced visibility at in-store and e-commerce point of purchase, as well as running an on-pack promotion on core SKUs across grocery, convenience, the health food trade and the Whole Earth online store. The lucky winner will receive entry to seven of the Tokyo 2020 (in 2021) Olympic Games events and accommodation, in order to cheer Team GB on in person.*

Kirstie Hawkins, Whole Earth brand controller, said:

“The rescheduling of the Olympic Games in 2020 has enabled us to regroup and come back this year with bigger and better plans. As the nation looks forward to cheering on Team GB, we wanted to reward our shoppers with exciting chances to win prizes, as well as getting their hands on a limited edition, personalised keepsake of their favourite nut butter. In drumming up a bit of friendly competition and national excitement around the games, Whole Earth and our customers will be with Team GB the ‘Whole Way’ to Tokyo!”

Tim Ellerton, Commercial Director at Team GB said:

“We are really proud to partner with Whole Earth and to launch their campaign for 2021. The ‘With you the Whole Way’ campaign is fun, exciting and brings to life the journey of our athletes ahead of Tokyo 2020 in 2021. We look forward to celebrating this year with Whole Earth as a valued supporter of Team GB.”

Whole Earth is an official supporter of Team GB and continues to focus on its ‘Good for you, good for the Earth’ strategy in 2021.

Whole Earth has a commitment to championing global biodiversity and is supporting the Sumatran Orangutan Society (SOS) with a pledge to aid reforestation in Sumatra, Indonesia.



ENDS

Notes to editors:

* Tokyo 2020 (in 2021) Olympic Games trip dependent on Covid-19 situation, government travel guidelines and safety assessments. Should the trip not go ahead, a suitable, alternative prize to the same value will be sourced.

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.

[Twitter](#), [Facebook](#) and [Instagram](#)

About The BOA:

The British Olympic Association (BOA) is the National Olympic Committee for Great Britain and Northern Ireland. Its mission is to develop, promote and protect the Olympic Movement in our territory in accordance with the Olympic Charter. The BOA achieves this through:

- Working in partnership with our members and key stakeholders to deliver world-leading services and support to enable British athletes to reach their full potential at the Olympic Games, Olympic Winter Games and other IOC-sanctioned events
- Working in partnership with our members and key stakeholders to provide athletes with relevant support on the journey to, during and following their Olympic careers
- Engaging people throughout the United Kingdom to pursue their very own goals and dreams through the Olympic Values and the example of Team GB Olympians
- Being the independent voice of Olympic Sport and collaborating with our members and other sport stakeholders, both domestically and internationally, to support the continued growth and overall health of the Olympic Movement in the UK

For further information, please visit [TeamGB.com](https://www.teamgb.com)

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