

## Whole Earth goes for GOLD with limited edition peanut butter

*New Whole Earth Golden Roasted Crunchy celebrates the brand's partnership with Team GB*



**Whole Earth**, the UK's number one peanut butter brand owned by Ecotone UK, is launching a limited edition Golden Roasted peanut butter in support of Team GB.

Available exclusively to Sainsbury's stores until September (RRP: £4, 340g), the flavoursome new spread is made with specially roasted nuts, giving it a naturally golden colour and deep, delicious flavour.

The commemorative jars have been given a gold medal makeover, complete with a golden union jack, lettering and a gold medal paper tamper seal, all set against Whole Earth's trademark tree branding. In line with Whole Earth's environmental commitments, the jars and seals are 100% plastic free.

Made with real peanuts and all-natural ingredients, the spread will be supplied to the Team GB team, encouraging them to stay naturally fuelled as they prepare for their Olympic appearances.

Whole Earth is an official supplier to Team GB for the Tokyo 2020 Olympic Games (in 2021) and is guided by its commitments of good for you and good for the earth. Peanut butter is recognised as being a good plant-based source of protein and fibre to help fuel an active lifestyle.

**Bryan Martins, Whole Earth marketing and category director at Ecotone UK said:**

*“We wanted to show our Team GB athletes that we’re with them the whole way to the Olympic Games through a dazzling limited edition jar that would stand out on the shelf and inspire shopper pride for Team GB following a difficult year. Now the nation can all go for gold!”*

The launch coincides with an extensive marketing campaign to reinforce Whole Earth’s sponsorship of Team GB. The brand has created a dedicated Team GB landing page on its website offering visitors the chance to win branded Team GB goodies and a chance to attend some of the events at the Tokyo Olympic Games\*.

**Tim Ellerton, commercial director at Team GB said:**

*“Team GB are proud to partner with Whole Earth and so excited at the launch of the exclusive Golden Roasted peanut butter. This special jar is an great way to celebrate Team GB ahead of the Tokyo Olympic Games later this year. We look forward to celebrating this Olympic year with Whole Earth as a proud supporter of Team GB.”*

With a firm focus on natural, wholesome ingredients, Whole Earth Golden Roasted Peanut Butter contains no artificial flavours or preservatives.



## ENDS

Notes to editor:

\* 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.

For more information:



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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 postponed Tokyo 2020 Olympic Games, now being held in 2021.

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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### About Ecotone UK

Ecotone UK (formerly Wessanen UK) is a natural and organic food company, with pioneering food brands in expanding market segments, including:

- The UK's first Fairtrade tea company, Clipper Teas, which makes natural, fair and delicious hot beverages and created the world's first fully biodegradable, non-GM and unbleached tea bag;
- Whole Earth, the UK's no.1 peanut butter brand and manufacturer of natural and organic spreads, cereals and drinks, and
- Kallø makes market-leading, organic rice, corn and veggie cakes, as well as the UK's fastest-growing range of stocks and gravies;
- Mrs Crimble's, the gloriously gluten-free cake brand that makes delicious baked goods for all to enjoy.

Ecotone UK has been B Corp certified since 2018 and champions its mission, 'Food for Biodiversity', through a commitment to protecting the living planet for current and future generations. It is focused on providing food that is good for people and the planet and conducts its business in a sustainable way.

These principles are channelled through its involvement with its subsidiaries, and the brand is accredited by or a member of a range of industry bodies and associations including; B Corp, Fairtrade Foundation; Soil Association; UK Tea & Infusions Association, and the Organic Trade Board.

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