

GO FOR GOLD WITH WHOLE EARTH!

New Golden Roasted peanut butter celebrates Team GB



On your marks, get set, GO and support Team GB with **Whole Earth**'s limited edition Golden Roasted Crunchy peanut butter.

Roasted to golden perfection and blended to a super smooth paste with extra crunchy pieces – the new peanut butter is ideal for adding a spread of gold to meal and snack times.

Layered on toast, blended into smoothies, or spooned on to porridge, Whole Earth Golden Roasted Crunchy Peanut Butter (RRP: £4, 340g) can be purchased exclusively in Sainsbury's from now until September.

Packed full of natural protein and fibre, the peanut butter is made with real peanuts and all-natural ingredients.

As an official supplier to Team GB for the Tokyo 2020 Olympic Games (in 2021), Whole Earth is helping to naturally fuel our UK athletes with protein and fibre as they prepare for the largest and most complex sporting event in the world.

Sealed with an Olympic gold medal paper tamper seal with special Team GB branding, the whole jar is 100% plastic-free, reflecting Whole Earth's mission of making products that are good for you and good for the planet.

Whole Earth Golden Roasted Crunchy Peanut Butter is ideal for those following a plant-based diet and contains absolutely no artificial flavours or preservatives.



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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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