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# PERSONALISE YOUR PB IN SUPPORT OF TEAM GB

*Are you Team Crunchy or Team Smooth?*

ADD IMAGE

For the first time ever, you can personalise your favourite Whole Earth peanut butter with your name – but the real question is, are you Team Crunchy or Team Smooth?

As the official supplier to Team GB for the Tokyo 2020 (in 2021) Olympic Games, Whole Earth is giving shoppers the chance to put their name on a limited edition Team GB branded jar of Whole Earth Organic Crunchy or Whole Earth Organic Smooth (340g, £6.99 + shipping).

Available online from [wholeearthfoods.com](https://wholeearthfoods.com) until September, a personalised jar is the perfect keepsake or gift to encourage your friends, family and loved ones to come together to support Team GB - even making the ideal Mother's Day gift for peanut butter-loving-mums.

WIN TEAM GB PRIZES



TEAM GB



OFFICIAL  
SUPPLIER

MUM

CRUNCHY ORGANIC  
PEANUT BUTTER

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Nutty fans can also play a game on the Whole Earth website and choose whether they are ‘Team Crunchy’ or ‘Team Smooth’, with all players added to a prize draw for a chance to win a range of Team GB goodies. Feeling competitive? You can track the winning choice on a colour-coded map identifying the ‘Smooth’ and ‘Crunchy’ hotspots across the UK.

Each jar also features a special competition for a once-in-a-lifetime trip to Tokyo 2020 Olympic Games (in 2021).\*

Whole Earth peanut butter is a good source of plant-based protein and fibre, made with only natural ingredients. Good for you and good for the planet, it can be enjoyed in a variety of ways from spreading on toast, spooned on to porridge or even stirred into curries.



**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.

**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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