

NEW Whole Earth multi-pack of Organic Sparkling Drinks

Whole Earth Organic Sparkling Elderflower and Ginger Drinks to hit shelves in Sainsbury's



Whole Earth, the natural food brand owned by Ecotone UK, has launched a new multi-pack of natural and organic soft drinks with Sainsbury's – marking the brand's first major grocery listing for its soft drink range.

Available in a four-pack (**4x330ml, £4**), **Whole Earth's Organic Sparkling drinks** in Elderflower and Ginger flavours, will launch with Sainsbury's on 15 May.

Aligned with the brand's commitment 'good for you, good for the Earth', the drinks are made with no added refined sugars, organic, natural ingredients and are naturally sweetened with fruit juice. With 62% of customers (*IDG Shipper Visa Aug 2020*) choosing soft drinks with no-added sugar, Whole Earth's range is well positioned to satisfy this trend.

All the packaging is fully recyclable at home from the cans to the cardboard outer shell. The refreshing, sparkling drinks are certified as organic by the Soil Association.



Kirstie Hawkins, Whole Earth brand controller at Ecotone UK, says:

“It’s great to see our Organic Sparkling Drinks on shelf in core grocery. They’ve performed exceptionally well in the health food trade as the number one organic soft drink choice and will now appeal to an even wider demographic. In a convenient four-pack, we see these being a popular addition to park picnics, BBQs and on-the-go occasions. With more flavours available in single cans such as Organic Sparkling Cola and Organic Sparkling Cranberry, we’re looking forward to what the future holds for the full range.”

Best known for its range of nut butters, Whole Earth is the Official Peanut Butter Supplier for the Tokyo 2020 Olympic Games (in 2021). As well as supporting Britain’s favourite team, the brand is working with a series of four **Team GB Athlete Ambassadors**, including Gold medal hopeful Helen Glover, who will help to raise the brand visibility of Whole Earth.

Whole Earth, along with brand owner Ecotone UK, is B Corp certified and committed having a positive societal and environmental impact.

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.

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.



Highlight PR