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Whole Earth offers sparkling deals for foodservice operators

Whole Earth's range of natural and organic sparkling drinks are perfect for the summer season

WHOLE EARTH.
DOWN-TO-EARTH GOODNESS

ADD SOME
**ORGANIC
SPARKLE**
TO YOUR SUMMER



- * 100% natural ingredients
- * Sweetened with real fruit juice
- * No added refined sugars
- * Proud to be a B Corp brand



Whole Earth, the natural food brand owned by Ecotone UK, is offering a range of attractive deals from now until the end of June to support the hospitality sector coming out of lockdown.

With 52% of consumers perceiving the range of soft drinks at all outlets boring (source: Nielsen Homescan survey), an opportunity exists for operators to revamp their range with more premium options and exciting flavours.

Whole Earth's delicious range of Organic Sparkling Drinks include popular variants such as Ginger, Cola, Elderflower and Cranberry, offering a choice of quality, refreshing soft drinks that are ideal for the summer season.

Aligned with the brand's commitment 'good for you, good for the Earth', the drinks are made with no added refined sugars and are naturally sweetened with fruit juice. 62% of customers** would choose soft drinks with no-added sugar, making Whole Earth's range well placed to satisfy this trend.

Whole Earth is B Corp certified with a strong commitment to the environment. Not only are the drinks made using natural ingredients, each 330ml can is also fully recyclable.

The premium, natural drinks are made with organic ingredients, which are certified by the Soil Association and sourced from suppliers that use more sustainable farming methods.



Adam Perry, Whole Earth Channel Controller at Ecotone UK, says:

“As the hospitality sector starts to reopen, now is the ideal time to start thinking about stocking up fridges with enticing product to attract consumers. People are becoming more discerning in the soft drinks category, seeking out ethical brands and natural, great-tasting products that are better for the environment. Demand for soft drinks has soared in the last year – a category now worth £3bn*, presenting a key opportunity for foodservice operators to tap into with a trusted brand like Whole Earth that is well known for organic, quality and premium products.”

Whole Earth is an official supplier to the Tokyo Olympic Games and is working with a series of four **Team GB Athlete Ambassadors**, including Gold medal hopeful Helen Glover, to increase brand visibility in 2021.

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

To enquire about stocking Whole Earth’s soft drinks or for samples to try, please contact > adam.perry@ecotone.bio

ENDS

**IRI August 2020/2021, **IGD Shopper Vista Aug 2020*

For more information, please contact Kara Buffrey at Highlight PR: kara@highlightpr.co.uk / 07477 379 697

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.

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