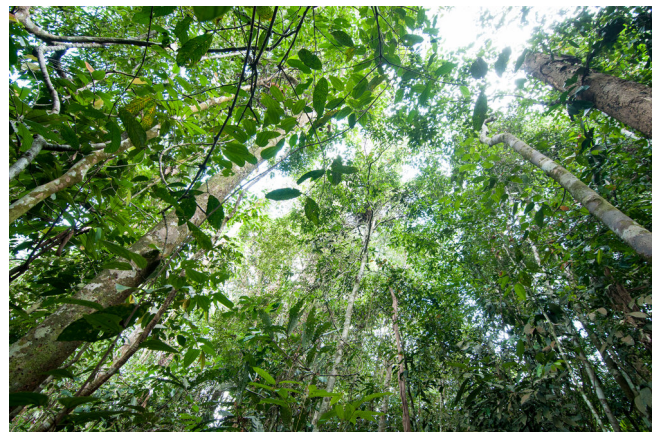


Doing good tastes great with Whole Earth's NEW Golden Rainforest peanut butter

EVERY JAR SOLD OF THE AWARD-WINNING SPECIAL EDITION HELPS TO PLANT TREES IN ONE OF THE MOST IMPORTANT RAINFORESTS IN THE WORLD

Treat yourself with a Great Taste award-winning peanut butter, while protecting the rainforest with Whole Earth's new Golden Rainforest Edition, available now from Tesco stores nationwide.

Whole Earth is pledging to donate 25% of the profits from every jar sold to the Sumatran Orangutan Society (SOS). With the help of peanut butter lovers across the UK, Whole Earth aims to help plant an estimated 50,000 trees in Sumatra in 2022.



Buying a jar of Whole Earth Golden Rainforest Edition can support SOS in its work to provide long-term protection and regeneration of one of the world's most important forests, which benefits both nature and the local the community.

Whole Earth Golden Rainforest Edition (RRP: £3.30, 340g), features a beautiful illustration of the unique forest in Sumatra, known as the Leuser ecosystem, the only place left in the world where tigers, elephants, rhinos and orangutans live together.

People who purchase the special-edition jar will not only be doing good for the planet, they will be doing good for their taste buds too. The new crunchy peanut butter is made with specially roasted nuts, giving it a naturally golden colour and deep, delicious flavour – a recipe which won two stars at the Great Taste Awards 2021.

In line with the wider Whole Earth peanut butter range, Whole Earth Golden Rainforest Edition, contains absolutely no added sugar and is a natural source of protein and fibre.

Whole Earth is the UK's number one peanut butter brand* and uses natural ingredients that are sustainably sourced.



ENDS

Notes to editor:

* IRI Data – Whole Earth Value Share of Nut Butters = 26.2% 52 w/e 01/01/22

About the Sumatran Orangutan Society (SOS)

SOS works to protect critically endangered Sumatran & Tapanuli orangutans, their forests and their future across northern Sumatra including the unique Leuser ecosystem - the only landscape on the planet where orangutans, tigers, elephants and rhinos still live together in the wild. SOS works with a network of local partners in orangutan landscapes to co-design and deliver projects that support the long-term conservation of orangutans and their habitat; scale up the reach and impact of conservation programmes; and advocate for orangutans and their irreplaceable rainforest home.

Since 2001, SOS and their partners have supported the restoration of over 2,000 hectares of orangutan habitat by planting more than 2 million trees, championed forest-edge communities and engaged more than 10,000 local people in conservation action. Working in partnership with local communities is a cornerstone to the success of SOS's conservation and restoration efforts.

<https://www.orangutans-sos.org/>

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 nut butter portfolio.

Part of the Ecotone UK family, the Whole Earth approach spans; Healthier People, Protecting the Earth and Reducing its Impact.

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