

# Whole Earth extends premium 3 Nut Butter range

Launch of new Peanut, Pecan & Walnut 3 Nut Butter spread capitalises on the success of Whole Earth's existing Cashew, Peanut and Hazelnut offering

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## SUMMARY

*The brand's new premium spread offers a unique combination of nut flavours: a smooth blend of pecans and peanuts combined with crunchy walnut pieces.*

**W**hole Earth, the natural and organic food brand owned by **Wessanen UK**, has extended its premium spreads offering with the launch of a new '3 Nut Butter' spread.

The brand's new Peanut, Pecan & Walnut 3 Nut Butter spread offers a unique combination of nut flavours: a smooth blend of pecans and peanuts has been combined with crunchy walnut pieces to deliver naturally nutritious benefits to consumers.

The launch capitalises on the success of Whole Earth's existing Cashew, Peanut and Hazelnut 3 Nut Butter spread, which achieved a 75% increase in value sales from 2014-15 [IRI 52 w/e 30<sup>th</sup> January 2016].

Overall, the Whole Earth brand enjoyed a strong 17% growth in the peanut butter category in 2015 and 26% growth in the final 12 weeks of the year.

## **Adele Ward, Whole Earth Brand Controller at Wessanen UK, comments:**

"We've been delighted with the success of our existing 3 Nut Butter product and this new flavour combination makes a strong addition to our premium portfolio. With sweeter, indulgent tones and an earthy texture, this premium spread has been carefully developed to meet evolving tastes. It shows once again just how versatile protein-rich nuts can be.

With products high in nutrition becoming increasingly sought-after by UK shoppers, the brand believes that more consumers are now actively seeking products without the 'nasties' of artificial additives and sugar. The Whole Earth range perfectly accommodates this demand, with great-tasting spreads that are healthy, nutritious and produced using only natural ingredients.

The launch of the new 3 Nut Butter spread benefits from a simple, modern packaging design. This follows Whole Earth's rebrand last year, which focused on natural "down-to-earth" goodness.

Whole Earth's new Peanut, Pecan & Walnut 3 Nut Butter spread is now available to purchase in ASDA (priced £2.80/227gr).



IMAGES



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## ABOUT WESSANEN UK

**About Wessanen UK – [www.wessanenuk.com](http://www.wessanenuk.com)**

**Wessanen UK** is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster, and in 2014 its turnover grew to £57m. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.



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