

Whole Earth marks British Sandwich Week with #NaturalBornFiller campaign

Geo-targeted Facebook Canvas campaign and content competition at heart of brand's week-long celebration

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SUMMARY

Healthy peanut butter brand launches campaign after research finds the sandwich to be the lunchtime snack of choice for 81% of Brits.

Whole Earth, the healthy peanut butter brand from **Wessanen UK**, is supporting British Sandwich Week 2016 with a #NaturalBornFiller campaign.

Running from 8-14th May 2016, British Sandwich Week is a week-long celebration of the greatest food to go and the iconic British culinary invention that is the sandwich.

To mark the occasion, Whole Earth has teamed up with renowned food developer and author of *101 Sandwiches*, Helen Graves to create a brand new sandwich – the Whole Earth ‘Natural Born Filler’. The **nutritionally-balanced Vietnamese Peanut Butter Banh Mi style sandwich** is packed with all of the natural ingredients needed to make it through the day.

To launch the new sandwich, Whole Earth is running a geo-targeted Facebook Canvas campaign, targeting Londoners for the chance to win a Whole Earth ‘Natural Born Filler’ sandwich lunch for their entire office, delivered by branded Sandwich Cycle.

A nationwide user-generated content competition is also taking place across the brand’s social channels with a Whole Earth hamper on the line, with fans asked to share their own peanut butter sandwich ideas.

Whole Earth’s campaign comes after new research commissioned by the brand found that the humble sandwich remains the lunchtime snack of choice for 81% of consumers, with 61% of Brits confessing to taking 30 minutes or less of the traditional lunch hour.

Adele Ward, Whole Earth brand controller at Wessanen UK, comments:

“Whole Earth is packed full of natural goodness, but many people just spread it on toast for breakfast. We wanted to show consumers how versatile our peanut butter really is, and how it can be a ‘natural-born filler’. Since we know Brits love their sandwiches, British Sandwich Week provided us with the

ideal platform. The lunch-hour is a hugely important time to recharge the batteries and gear up for what lies ahead, and our peanut butter is a highly natural and nutritious ingredient, packed full of protein to help get people through the day."

Whole Earth is a brand enjoying strong growth as demand for healthy, natural foods increases. Latest figures show the Whole Earth peanut butter value sales grew by 27.6% in the first 12 weeks of 2016, significantly outperforming category growth of 16.3% (source: IRI w/e 26 March 2016).

The Natural Born Fillers campaign is being run by agencies Cubaka, TVC and Mad River.



QUOTES

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ABOUT WESSANEN UK

About Wessanen UK – 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.



Wessanen UKnewsroom