

Whole Earth launches Hi-Oleic peanut butter spread

Natural and organic food brand capitalises on success of crunchy peanut butter offering with launch of new spread that has received HEART UK approval

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SUMMARY

Market-leading peanut butter spread brand Whole Earth expands its portfolio with a new spread that helps to support normal cholesterol levels as part of a varied, well balanced and healthy lifestyle.

Whole Earth, the natural and organic food brand owned by **Wessanen UK** has expanded its spreads portfolio with the launch of a new crunchy peanut butter, aimed at consumers that are mindful of cholesterol levels.

The new **Whole Earth Hi-Oleic peanut butter** has been developed to offer the same taste as the brand's market-leading crunchy peanut butter spread, while using only hi-oleic peanuts.

Found in only a handful of places worldwide including Argentina and Australia, hi-oleic peanuts contain around 30% more monounsaturated fats than standard peanuts, helping to support normal cholesterol levels as part of a varied, well balanced and healthy lifestyle.

HEART UK, the cholesterol charity, has given its formal approval to the new Whole Earth Hi-Oleic peanut butter spread, recognising peanuts as a great source of fibre, protein and vital vitamins and minerals. Following a formal approval process that included rigorous checks and scrutiny by experts in nutrition, blood fats and the food industry, HEART UK has named Whole Earth hi-oleic peanut butter an approved food.

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

"We have created this spread for customers who are looking to pay extra attention to their cholesterol, but without a compromise on taste. Every jar of Whole Earth Hi-Oleic peanut butter is guaranteed to be packed with at least 70% 'good' fat. We're confident this promise will appeal to many shoppers, and we're proud to receive endorsement from HEART UK. Throughout the development of this new product, our focus has been on sourcing the highest quality hi-oleic peanuts. This process has allowed us to create a delicious peanut butter spread that is a natural extension to our current offering. This nutty spread is made with all natural ingredients and, like all of our spreads, it contains absolutely no sugar."

Linda Main, Dietetic Adviser at HEART-UK, adds:

“HEART UK’s product approval aims to help signpost shoppers to foods that are heart healthy, and Whole Earth Hi-Oleic peanut butter is a quality product. It is rich in the same fatty acids contained in olive oil and avocados, two foods that have been shown to be good for the heart. Having raised cholesterol is a significant risk factor for heart and circulatory diseases and lifetime exposure to high cholesterol can cause early death; something that HEART UK strives to prevent. We have known for some time that peanuts can help us to manage our cholesterol levels when eaten as part of an overall heart healthy diet low in saturated fat.”

The launch of the new spread follows a very successful year of fast growth for Whole Earth in the spreads category, which has seen Whole Earth become the UK’s peanut butter market leader. The brand’s value sales have grown by 31.2% year-on-year [source: IRI 52 w/e 16th July 2016].

The Whole Earth brand continues to demonstrate its commitment to supporting healthy lifestyles through its ‘nature’s wonder-fuel’ range. The brand recently sponsored the Man V Horse endurance race for the third year running, and is an official supplier to British Triathlon Federation athletes.

Whole Earth’s new Hi-Oleic peanut butter is now available to purchase in Tesco (priced £2.68/340gr).



QUOTES

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IMAGES



SPOKESPEOPLE



Susannah Hamilton

susannah@highlightpr.co.uk

Highlight PR

01225 444268

highlightpr



Ben Veal

ben@highlightpr.co.uk

Highlight PR

01225 444268 / 07454 903402

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