

# Whole Earth launches protein-rich Power Balls to fuel active lifestyles

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## SUMMARY

*Ideal for fuelling active lifestyles, Whole Earth, the nut butter brand owned by Wessanen UK, has launched a brand new 'Power Balls' snack - made with all natural ingredients.*

**W**hole Earth, the nut butter brand owned by Wessanen UK, has launched a brand new 'Power Balls' snack, endorsed by the British Triathlon Federation, to energise and fuel consumers through a busy day or active workout.

Available in four flavours, **Whole Earth Power Balls** are wholesome, natural protein snacks based around the brand's peanut butter. Each Power Ball pack contains simple, natural ingredients including peanut butter, gluten-free oats, roasted peanuts and dried fruit, and nothing at all artificial.

The new product fits with Whole Earth's brand positioning, *Fuel Good, Feel Good* which underpins the brand's advertising and social media strategy and focuses on the natural goodness and health benefits of Whole Earth's nut butters.

To raise awareness of the new product, the launch will be supported by advertising, on-pack promotions, consumer PR and social media in addition to a large office-sampling drive.

Capitalising on all its sports partnerships, Whole Earth will introduce the new Power Balls snack to fitness fans and athletes at dedicated events throughout the year, including Man v. Horse in June and two British Triathlon events in 2017.

Katrina Farmer, Senior Brand Manager for Whole Earth at Wessanen UK, says:

"We are proud to bring Whole Earth's Power Balls to market. The natural nutritional benefits of the Power Balls, coupled with a convenient pack format and bite-size pieces, makes them perfect for people on-the-go looking for a quick energy boost.

"As a brand we are dedicated to fuelling active lifestyles and are driven by the needs of our consumers – health-conscious people who make careful decisions about what they put into their bodies.

"We are confident that we have a unique product that's going to be very well received with our target consumer – the feedback we've received from them already suggests there is strong demand."

The handy, bite-size Power Balls are available in a convenient re-sealable pack with five balls in each. The packs feature four great-tasting variants; classic peanut butter, coconut, pumpkin chia & flax seed, and goji & red berries. (RSP £1.99).

Whole Earth Power Balls will initially be sold through specialist health food stores and on the Whole Earth web shop from 3<sup>rd</sup> March. Further listings in major multiples and convenience and impulse retailers are expected to follow. To encourage trial, a free pack of Power Balls will be delivered with every Whole Earth web shop order from April.

The launch for Power Balls follows a very successful year of fast growth for Whole Earth in the spreads category, which has seen the brand overtake Sun-Pat to become the UK's peanut butter market leader. The brand's value sales have grown by at 31% YOY (source: IRI w/e 3rd December 2016).

This year marks the 50<sup>th</sup> anniversary of the launch of Whole Earth when the top-quality, organic food was introduced to the masses by brothers Craig and Gregory Sams.



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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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