

Whole Earth's big sporting weekend to increase exposure to fitness fans

07 JUNE 2017

SUMMARY

The organic food brand, owned by Wessanen UK and famous for its market leading peanut butter, will be supporting two major UK sporting events this weekend.

Whole Earth, the organic food brand from **Wessanen UK**, will be sponsoring two popular sporting events this weekend; the highly-anticipated Columbia Threadneedle World Triathlon in Leeds and Man V Horse in Powys, Wales.

A first-time sponsor of the Leeds Triathlon and the official nut butter supplier to the British Triathlon Federation, Whole Earth will be reaching a large number of consumers at the event and at home.

The two-day event will be televised on the BBC on Sunday 11th June, increasing the visibility of Whole Earth's branding to an audience of over 1.2m people, with over 80,000 spectators set to attend the event which will see novice and elite athletes come together to compete.

Over 5,000 competitors, both amateurs and elite – including many of Team GB's Rio Olympians and the Brownlee brothers – will be given samples of **Whole Earth's new Power Balls** which will be handed out in the Event Village. The brand will also provide samples of its market-leading peanut butter spread on rice cakes, at a dedicated Whole Earth tent.

The official nut butter supplier has also created a short video to increase awareness of the natural goodness of its peanut butter which will be played on a large screen throughout the course.

Whole Earth is the Official Nut Butter Supplier to British triathlon, using this as a platform to raise awareness of the nutritional value of peanut butter amongst a growing number of members. In addition to the Leeds Triathlon event, Whole Earth will also sponsor the iconic and gruelling Man V Horse endurance race in Wales for the fourth consecutive year this weekend. This pits runners against 60 riders on horseback as they race 23 miles over wild terrain in Powys, mid-Wales.

Kirstie Hawkins, Whole Earth brand controller at Wessanen UK, comments:

“Whole Earth is proud to be part of such fantastic sporting events over the upcoming weekend. Both events give us the opportunity to champion the nutritional value of nut butter and directly reach out to our target audience. More and more athletes are seeing Whole Earth peanut butter as the ideal

source of natural protein to fuel their workouts.”

The sponsorship agreements form part of Whole Earth’s wider sports sponsorship strategy to position its peanut butter as a natural source of protein and fibre to help fuel elite athletes, fitness fans, and those who follow an active lifestyle.



QUOTES

“Whole Earth is proud to be part of such fantastic sporting events over the upcoming weekend. Both events give us the opportunity to champion the nutritional value of nut butter and directly reach out to our target audience. More and more athletes are seeing Whole Earth peanut butter as the ideal source of natural protein to fuel their workouts.”

— Kirstie Hawkins, Whole Earth brand controller at Wessanen UK

IMAGES





SPOKESPEOPLE



Katie Tudor

katie@highlightpr.co.uk

Highlight PR

01225 444268

highlightpr



Ben Veal

ben@highlightpr.co.uk

Highlight PR

01225 444268 / 07454 903402

highlightpr

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; **Mrs Crimble's** makes joyfully, wholesome and deliciously gluten-free macarons, cakes, biscuits and nibbles, for all to enjoy, 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