

Nut-ting compares to fondue

Whole Earth opens pop-up nut butter fondue bar

Whole Earth, the UK's market-leading peanut butter brand* owned by Wessanen UK, has created the first-ever peanut butter fondue bar in Shoreditch, London, which will be open to the public on 24-25 November.



Over the two days, the Whole Earth Nut Butter Bar will become a must-visit destination for peanut butter fans. The unique dining experience will give visitors the opportunity to experiment with different dipping combinations, enjoyed in a cosy, plush interior.

Showcasing the flexibility of the flavoursome spread, the event – designed and managed by experiential agency, Mad River – highlights the different ways that fans can enjoy the natural goodness of Whole Earth nut butters.



Taking visitors on an all-you-can-eat dipping and dunking adventure, Whole Earth will be bringing out favourite winter warmers but with a unique twist, offering both sweet and savoury fondues like Original Peanut Butter and Chocolate Peanut Butter.

At the end of the two-hour long event, diners will be able to take away recipe cards and information to recreate the delicious fondues at home.

To drive ticket sales the event is being supported by dedicated consumer PR and social media activity.

**Katrina Farmer, Whole Earth Senior Brand Manager at Wessanen UK,
comments:**

“Peanut butter is not just for spreading on toast. It can be enjoyed in a variety of ways from spooning on to cereal to adding a nutty twist to your favourite curry or as a tasty dip. This is what we wanted to celebrate with our unique Peanut Butter Fondue Bar; the wonder and diversity of our peanut butter. Packed full of protein and fibre, peanut butter fondue offers consumers an indulgent experience but with a healthier dip.”

The event has received positive reactions from consumer press and social media users and Whole Earth anticipates a high number of visitors.



Whole Earth is known for its innovative marketing campaigns that illustrate the healthy credentials of its nutritious spreads and the different ways they can be enjoyed. Last month, the brand organised a [Pumpkin Pilates](#) session to show how peanut butter can fuel consumers through their exercise and encourage them to keep active outdoors during the colder months.

The end of year activity follows a very successful year of fast growth for Whole Earth in the spreads category, which has seen Whole Earth remain the UK's peanut butter market leader.

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Event details

ADDRESS: Whole Earth Nut Butter Bar, Perseverance Works, 25-27 Hackney Road, London, E2 8DD

GETTING THERE: 10-minute walk from Old Street station, 8-minute walk from Shoreditch High Street station

OPENING TIMES: *Friday: 11am – 8pm Saturday: 11am – 4pm*

FEE: £4.99 per ticket

<https://www.eventbrite.com/e/whole-earth-nut-butter-bar-nut-ing-compares-to-fondue-tickets-39609851131>

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 macaroons, 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. 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

