

# Whole Earth adds Smooth variant to Hi-Oleic range

Whole Earth, the natural and organic food brand owned by Wessanen UK, has bolstered its Hi-Oleic offering with a new smooth spread.

Available in 526 ASDA stores nationwide, Whole Earth Hi-Oleic Smooth (RRP £3 / 340g) is packed full of good fats and fibre and is low in sugar – ideal for smooth peanut butter lovers looking for a nutritious spread that can help to support heart health and general wellbeing.

The launch follows a strong sales performance from Whole Earth's crunchy Hi-Oleic peanut butter which was one of the brand's best-performing products in 2017.



Offering a great taste and smooth texture, the Whole Earth Hi-Oleic Smooth peanut butter is made with only hi-oleic peanuts – found in 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.

*“We decided to expand our Hi-Oleic offering after seeing how popular the crunchy variant has been with the rising number of consumers mindful of their cholesterol levels and overall health. Many peanut butter lovers either fall into the ‘crunchy’ or ‘smooth’ camp so this new spread opens up the Hi-Oleic variety to an audience of ‘smooth’ nut butter lovers.*

– Kirstie Hawkins, Whole Earth brand controller at Wessanen UK

*“Healthy and tasty, our Hi Oleic range offers the same amount of good fats – about 70% in total – as olive oils and avocados and combines this with the same great taste, high nutritional value and all-natural ingredients shared by our other spreads. We’re confident this new deliciously smooth Hi-Oleic peanut butter will be a hit with shoppers.”*

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

In line with Whole Earth’s focus on wholesome goodness, the new spread also provides a natural source of protein and fibre and contains absolutely no added sugar. The Whole Earth Hi-Oleic range has been formally approved by cholesterol charity, HEART UK, in recognition of peanuts as a great source of fibre, protein and vital vitamins and minerals, following a formal approval process involving rigorous checks and scrutiny by experts in nutrition, blood fats and the food industry.



The launch of the new spread follows a very successful year for Whole Earth in the spreads category, which has seen the brand maintain its position as the UK's peanut butter market leader. Whole Earth is currently outperforming the overall category, growing value sales by 16% year-on-year [source: IRI 52 w/e 14 Oct 2017].

It also coincides with a large-scale outdoor advertising campaign called Fuel Good Feel Good that the brand is rolling out from 29th January. The nationwide campaign, which illustrates how Whole Earth's nut butters can support an active lifestyle, is expected to reach an audience of approximately 20 million people.

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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; **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. 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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