

Whole Earth sales growth spreads overseas

Whole Earth, the natural and wholesome food brand owned by Wessanen UK, has reported record growth in international markets, with a value sales increase of 43% in the spreads category alone.

The data shows a year-on-year increase in spreads, driven largely by success in Portugal, Malta and the Middle East.



Lulu's, the number one retailer in the Middle East, was the fastest-growing distributor for Whole Earth in 2017. This growth has continued this year as the brand has now achieved full distribution of its key peanut butter lines in all 136 stores across the Middle East.

The brand has also increased its listings with leading Portuguese retailer, Sonae, which stocks three of Whole Earth's top-selling spreads across stores nationwide.

Malta is another country which is proving to be successful for the brand; sales grew 61% for Whole Earth last year with drinks having the largest share of sales.



Emerging markets for Whole Earth this year have included Norway, where the sales team are exploring opportunities to expand distribution for Whole Earth's can range, and Iceland, where the brand has already increased its distribution with three major retailers.

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

"It's great to see consumer love for a British peanut butter brand is growing so rapidly outside of the UK. Our international sales team have had some great success in growing our distribution in key markets and are continuing to look at ways we can further support and stimulate this growth."

“Retailers are seeing Whole Earth’s high rate of sale and many have added more SKUs to their range. With the wellness trend growing globally, Whole Earth’s contemporary brand positioning and natural, protein-rich offering helps it stand out on shelves all over the world.”

Earlier this year, Whole Earth’s brand owner, Wessanen, took the brand to BioFach, the world’s leading trade fair for organic food and drink, which has helped support the brand’s ambitions in international markets.



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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. 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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