



🕒 23 April 2019, 12:06 (BST)

Whole Earth launches a healthy hazelnut spread

Whole Earth, the natural food brand owned by [Wessanen UK](#), has introduced a new Hazelnut Crunch variant to its portfolio of wholesome and nutritious peanut butters.

Made with all-natural ingredients, **Whole Earth Hazelnut Crunch** (RRP £3.99/340g) combines the wholesome taste of peanut butter with the natural sweetness of hazelnuts.

Packing plenty of crunch, the spread contains delicious pieces of roasted hazelnuts which will appeal to those who like a crunchier spread.

Offering a healthier alternative to other hazelnut spreads, Whole Earth Hazelnut Crunch contains absolutely no added sugar. It is also naturally high in protein and fibre making it ideal for those following a vegetarian or vegan diet.

The new spread is part of a period of product innovation for the brand who earlier this year launched a Dark Roasted peanut butter inspired by the world of coffee.



Recently B Corp certified, Whole Earth Hazelnut Crunch alongside the brand's other products, can be found on Waitrose virtual B Corp shelf where only businesses that are certified can appear. B Corp certified companies are dedicated to using business as a positive force to help people and the planet.

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

“With our new Hazelnut Crunch spread, we wanted to add something a little different to the peanut butter fixture. Our existing peanut butters that are blended with other nuts and seeds like Whole Earth Mixed Seeds and 3 Nut Butter have been very popular with crunchy peanut butter lovers. As the UK’s no.1 peanut butter brand, we’re committed to adding more exciting innovations to the spreads aisle to meet the needs of our customers while bringing new fans to the category.”

The latest Whole Earth campaign ‘Not Just For Toast’, is designed to encourage people to eat peanut butter in different ways from simple pairings with fruit to stirring into curries or porridge. The new Hazelnut Crunch spread goes perfectly with pear and spread on to breakfast bagels.

Kirstie Hawkins continues:

“Peanut butter is an incredibly versatile ingredient that’s perfect for those who appreciate great tasting, plant-based food. Whether you choose to spread it, drizzle it or stir it into your favourite dishes, the rich and wholesome taste can enhance breakfast, lunch, dinner or snack time.”



Rhiannon Winfield

rhiannon@highlightpr.co.uk

Highlight PR

01225 444268

[@highlightpr](#)



Ben Veal

ben@highlightpr.co.uk

Highlight PR

01225 444268 / 07714 789356

[@highlightpr](#)

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.



Wessanen UK