

Whole Food Earth expands its portfolio of healthy food brands and tackles the problem of ultra-processed food consumption

- Whole Food Earth acquires Raw Gorilla - healthy breakfast staples brand
- Second acquisition in less than ten months
- Fighting ultra-processed food habits by offering affordable natural foods



UK natural food brand and online store [Whole Food Earth](#) announced the acquisition of healthy breakfast staples and snack brand [Raw Gorilla](#). The move marks the second acquisition the Kent-based healthy foods online retailer completed in less than ten months. [Whole Food Earth](#) continues expanding its portfolio of health-conscious and sustainable food brands.

Fighting ultra-processed food habits

Widely advertised and aggressively promoted in supermarkets, ultra-processed foods have become a part of modern life and the typical British diet in recent years. According to the latest reports, ultra-processed foods account for nearly [60% of all the calories*](#) consumed in the UK, leading our population to obesity, diabetes, heart attack, stroke, high risk of cancer and other diseases.

Access to affordable, unprocessed and sustainable foods for UK families

[Whole Food Earth](#) aims to change consumer habits and help them eat better and more sustainably by promoting healthy food habits. The company, specialising in real foods, offers nutrient-packed quality cooking and baking ingredients, own-brand organic whole foods and healthy pantry staples at affordable prices. All products are available in bulk packaging, giving UK families easy access to unprocessed and healthier food options at the lowest possible prices amid the cost of living crisis. [Whole Food Earth](#) products are not only better for human health and budget, but they are also more sustainable, helping consumers to minimise their environmental impact and combat the climate crisis.

Investing in future and shaping the natural food industry

With more people switching to natural, more sustainable and less processed foods, it was important for [Whole Food Earth](#) to provide customers with an extensive choice of products.

"We are thrilled for Raw Gorilla brand to join the Whole Food Earth family," said Tiago Pita, the e-commerce director of [Whole Food Earth](#).

"Our brand provides ethically sourced, nutritious, affordable organic ingredients to UK families. With the addition of Raw Gorilla, we will be offering naturally processed and protein-rich foods that are essential for a healthy lifestyle.

"We aim to direct the food industry in a more sustainable way that is better for the consumer and the planet. We want to make sure that more people can access healthier, nutrient-dense real food that offers high quality without compromise."

Raw healthy breakfast staples and snacks

As a brand of raw organic, unprocessed healthy snacks, [Raw Gorilla](#) is an excellent fit for the [Whole Food Earth](#) brand portfolio. It offers a wide range of no-added-sugar granola and low-carb chocolate, ideal for those following conscious diets. In previous years, the brand has secured listings in several health food online stores, including Ocado and Healthy Supplies. Raw Gorilla products are Soil Association organic certified, vegan certified, keto-friendly, gluten-free and ideal for those following healthy diets.

New business opportunities and product launches

This merger is also an opportunity for Raw Gorilla to reach its full potential, including new product launches under the brand's name and reaching new consumers, both in the UK and outside the UK. [Whole Food Earth](#) will operate Raw Gorilla listings in supermarkets and online stores. In the following weeks, the company will focus on adding new products to the Raw Gorilla line, including a selection of nut butter and healthy unrefined oils.

Second acquisition in less than a year

Raw Gorilla marks the second acquisition completed by Whole Food Earth in the past year. Last December (2022), the retailer bought [The Vegan Kind](#), the largest plant-based online shop in the UK. Following a revamp of the brand, the company brought it back into operation. Currently, [vegankind.com](#) operates a marketplace for vegan brands and small businesses, offering over 13,000 products, including packaged and frozen food, as well as products in the health, cleaning and zero-waste beauty categories.

- End -

*% energy intake, source the [BMJ](#)

Promoting healthy food habits - About Wholefood Earth Ltd.

[Whole Food Earth](#) is a family business located in Kent. Founded in 2015 by Mac Awais, the company started as an online retailer of raw plant-based ingredients on marketplace platforms. Over the years, the business expanded its operations to direct-to-consumer channels, including an online store and an outlet. It has also widely extended its inventory, which now includes a wide range of premium whole foods, organic products, herbs, spices, plant-based staples, and condiments. Currently, the online store stocks nearly 600 types of natural products, which are available to customers in over 3,100 different sizes options, including multi-kilogram packaging and bulk.

[Whole Food Earth](#) is **certified Organic** by the Organic Farmers & Growers Association and has achieved a 5-star hygiene rating from the local district council to provide safe and healthy ingredients to customers.

In December 2022, [Whole Food Earth](#) bought the website of The Vegan Kind - the UK's biggest online retailer of plant-based products. The company reinvigorated the brand and brought it back to operations. Currently, [vegankind.com](#) online store offers over 13,000 plant-based products, including meat and cheese alternatives, dairy-free milk, frozen foods, cosmetics, cleaning and zero-waste products.

Quote:

Tiago Pita, the e-commerce director of [Whole Food Earth](#), said:

"We are thrilled for Raw Gorilla brand to join the Whole Food Earth family."

"Our brand provides ethically sourced, nutritious, affordable organic ingredients to UK families. With the addition of Raw Gorilla, we will be offering naturally processed and protein-rich foods that are essential for a healthy lifestyle."

"We aim to direct the food industry in a more sustainable way that is better for the consumer and the planet. We want to make sure that more people can access healthier, nutrient-dense real food that offers high quality without compromise."

Visit:

wholefoodearth.com

vegankind.com

rawgorilla.co.uk

Contact: Agi Kaja agi@wholefoodearth.com