

**PRESS RELEASE**  
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## **The Wild Peanut secures Harvey Nichols as first UK distributor**



Luxury department store, Harvey Nichols has been announced as the first UK-wide retailer of The Wild Peanut - a selection of 100% natural, gourmet peanut butters.

Created by entrepreneur Akeem Ojuko, The Wild Peanut produces peanut butter with a delicious twist - available in Chilli, Cinnamon, Honey, Chocolate and Banana flavours. The innovative range has no additives; no preservatives and no palm oil and will be featured across all of Harvey Nichols' UK stores including London, Edinburgh, Manchester and Dublin from November 28th.

The Wild Peanut is named after the company's passion to create an all-natural, tasty product that is an excellent source of protein and fibre for health conscious consumers.

The Harvey Nichol's listing comes shortly after The Wild Peanut, a recent business start-up, announced it had joined forces with world food experts Surya Foods to build its brand.

Akeem's latest success tastes particularly sweet after the young entrepreneur, who appeared on hit BBC show **Dragon's Den** in August, failed to convince Dragons to part with investment for his innovative range. He now hopes to be among the dozens of contestants who achieve success regardless.

Akeem said: "Harvey Nichol's food halls are renowned for stocking the finest quality foods and they are great advocates of naturally healthy, delicious products, which perfectly fits our core brand values.





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"We are thrilled that an institution that is the epitome of British style and excellence has selected The Wild Peanut for its discerning customers and it represents a very exciting first step for us as a start up.

"As an indie producer we are very excited to also be working with Surya, who have a wealth of expertise in the food industry to build our brand."

Akeem added: "The inspiration behind The Wild Peanut was simple - create a peanut butter that is great tasting, but at the same time all-natural and healthy. Unfortunately many peanut butter family favourites are filled with excess sugars, colourings and preservatives, while some of the natural alternatives just don't taste good."

Surya Managing Director Harry Dulai said: "As a leading supplier to national retailers we are continually looking to add high quality brands to our portfolio of 100% authentic world food lines and strive to be innovators in the food sector.

"The Wild Peanut is a premium product range which brings innovation to the peanut butter category - a category that has been static for some time. We are delighted to add a gourmet touch with an innovative twist on a much-loved classic."

Harry added: "There is clearly a growing market for health food products. You only have to look at the success of brands like Ella's Kitchen to know that consumers are becoming increasingly health savvy and looking at the ingredients lists more and more."

Surya is currently supporting The Wild Peanut brand by way of marketing, PR and helping it secure key retail listings.

Akeem's story is further evidence that the Dragons don't always get it right. A number of Dragon's Den rejects have stuck gold, including Rob Law, inventor of the hugely successful Trunki - children's sit-on suitcases. Rob was humiliated on Dragons' Den when Theo Paphitis pulled a strap off one of the suitcases. He has now sold more than two million suitcases and turns over £7m a year.

Akeem was similarly humiliated when Deborah Meaden poured the contents of his peanut butter out onto a plate, criticising the consistency.

In defence of his product Akeem said: "All butters are sensitive to heat and the studio lights definitely didn't help. However, more importantly, as with all natural products, their consistency is not always as desirable as their counterparts which are packed with stabilisers, preservatives, hydrogenated oils and sugar. This, however, is the USP of The Wild Peanut and anyone who genuinely understands





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health foods understands and embraces this compromise - in fact it reassures them of the product's purity."

Surya is the largest supplier of authentic world food lines into supermarket giants Asda and Tesco. It has a comprehensive portfolio of authentic brands stocked in local, multiple and foodservice channels. Surya's evolving world food ranges cater to the South Asian, African, Caribbean, Polish and oriental communities.

**RRP for a 340g jar is £4.50. A donation is made to global charity TREEAID for every jar sold.**

**-ENDS-**

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## Notes to Editor

### About The Wild Peanut & Surya Foods

- Launched in 2014, The Wild Peanut produces 100% natural peanut butter products with a delicious twist - available in Chilli, Cinnamon, Honey, Chocolate and Banana flavours. The innovative range has no additives; no preservatives and no palm oil and is available from Harvey Nichols' stores across the UK.
- Akeem Ojuko, who appeared on hit BBC show Dragon's Den in August 2014, failed to convince Dragons to part with investment for his innovative range - The Wild Peanut. Shortly after the show he was head-hunted by world food experts Surya Foods, who saw great potential in his product.
- The Wild Peanut brand is co-owned by world food giants Surya Foods. Established in the 1980's, Surya Foods is a rapidly expanding, family run business. It supplies a variety of high quality, authentic ethnic products ranging from rice, flour, spices and sauces to snacks and savouries that are sold in over 30 countries worldwide. It is the largest supplier of world food lines into supermarket giants Tesco and Asda.

### About Harvey Nichols

- Harvey Nichols is the world's leading luxury retailer, renowned for its exclusive edit of the most prestigious brands across womenswear, menswear, accessories, beauty, food and wine.
- Founded in 1831, today Harvey Nichols has stores in London, Bristol, Manchester, Edinburgh, Birmingham, Leeds and a dedicated beauty store Beauty Bazaar, Harvey Nichols in Liverpool. Outside of the UK stores include Dublin in the Republic of Ireland and internationally Riyadh, Hong Kong, Dubai, Istanbul, Ankara and Kuwait.

