

Bespoke Foods Ltd.



## PRESS RELEASE

### **Bespoke Foods launch Peanut Butter & Co.**

**For immediate release**

**May 2007**

In 1998, Lee Zalben, the self acclaimed number one fan of peanut butter opened a small sandwich shop in New York, devoted entirely to making his much loved peanut butter concoctions. This was to be an instant success and a range of gourmet peanut butters was launched soon after. This success was hardly surprising, as according to the website [peanutbutterlovers.com](http://peanutbutterlovers.com) peanut butter can be found in about 75% of US homes. Peanut Butter & Co. now hope to spread the love of peanut butter to the UK with a range of quirky flavours.

Peanut Butter & Co. really do make a time-honoured classic unique with this exciting range of peanut butters. There are six different flavours available: Smooth Operator, Crunch Time, Cinnamon Raisin Swirl, The Heat is On, White Chocolate Wonderful and Dark Chocolate Dreams. These combinations may appear unusual but when tasted will evoke a fun nostalgic feeling to the kid inside everyone.

From the traditionally smooth peanut butter to the more unusual chilli-flavoured, the entire range is made of "Grade A" North American peanuts and is all- natural. All Natural Peanut Butter & Co. look set to liven up the shop shelves with this delicious range. All are available in 340 g jars and are a must try for all those peanut butter fans out there! If you are looking for inspiring ideas for new ways to use peanut butter check out the Peanut Butter & Co. cookbook which is full of

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delectably tempting peanut butter treats. Whether you are making decadent desserts or marvellous entrees there is a peanut butter to suit all courses. You can find this peanut butter range at selected delicatessens, department stores and Whole Foods outlets throughout the UK.

**-Ends-**

**Notes to Editor**

For further information about Peanut Butter & Co products please log onto

<http://www.ilovepeanutbutter.com/>

Please note that Bespoke Foods is a distributor and does not have the facility to supply directly to individual customers. For further information about Bespoke Foods or the products mentioned, please log onto [www.bespoke-foods.co.uk](http://www.bespoke-foods.co.uk) or contact Amy Woodbridge at [amy.woodbridge@bespoke-foods.co.uk](mailto:amy.woodbridge@bespoke-foods.co.uk) or Tel: 020 7819 4317.