



CRAZY RICHARD'S  
PEANUT BUTTER CO

## NATURAL PEANUT BUTTER *Without the Clutter*

NO ADDED SALT, SUGAR, OR OILS



### A Peek at Our Products

- Since 1972 we've been making peanut butter with one ingredient: **PEANUTS**
- We use the highest-quality peanuts, grown right here in the United States that taste delicious just as they are, with no added sugar, salt, fat or filler
- From traditional jars to single-serve pouches, we offer convenient options for lunch boxes or to toss in a bag on-the-go
- Our peanut butter, nut butter spreads and peanut powders are the perfect choice for families looking for real peanut butter without the clutter
- Crazy Richard's products are available online and in retail stores in every state

### One Big Crazy Richard's Family

Kimmi Wernli spent much of her childhood in her family's factory, playing amongst huge burlap sacks of peanuts and cases of glass jars, happily pitching in to sweep peanut dust, drive forklifts and do office work whenever needed.

In 2016, Kimmi took over as president and owner of Crazy Richard's Peanut Butter Company, happily stepping in when her father was ready to retire.

Kimmi is a mother of four, a (self-proclaimed) peanut butter princess, fitness enthusiast and lover of healthy foods and nutrition. (She's also been known to eat peanut butter straight out of the jar.) Kimmi is on a personal mission to continue delivering delicious, natural and affordable peanut butter products to families, as her own family has done for decades.



### Playing with Peanut Butter

Peanut butter isn't just for sandwiches. From babies to kids and adults of all ages, there are countless creative ways to enjoy Crazy Richard's Peanut Butter:

- Serve peanut butter as a dipping sauce for bananas, apples or other fruit
- Drizzle peanut butter over oatmeal or yogurt and top with fresh fruit
- Stir in peanut powder or butter into your favorite smoothie recipe
- Sprinkle a dash of peanut powder over Thai pizza or noodle dishes
- Top your toast with peanut butter, oats, seeds and fresh cut fruit

- Rachael DeVaux, Registered Dietician



## Introducing Peanuts as Pure as Your Little One

With the rise of peanut allergies, many parents struggle with knowing when and how to introduce peanut products to their children. A recent Learning Early About Peanut Allergy (LEAP) study found that early introduction of peanut protein can help reduce the chance of babies developing a peanut allergy by 70 to 80 percent.\* U.S.-based organizations—including the American Academy of Allergy, Asthma & Immunology and American Academy of Pediatrics—support new guidelines recommending the introduction of peanut protein to infants as early as 4–6 months old.\*\*

**“For anyone who is at the stage of exploring early peanut introduction with their child, I always recommend parents talk with their individual pediatrician about the best time to begin feeding their children peanut products. While whole peanuts and peanut butter can pose a choking hazard for children under the age of four, Crazy Richard’s peanut butters and peanut powders are a natural option for parents to consider, particularly when these peanut proteins are mixed into food purees.”**

— Dr. Gital Patel, Premier Allergy Pediatric Allergist

## Introducing Peanuts to Babies (serving size, approximately 1 tsp)

- Add peanut butter to oatmeal or other baby cereal
- Mix peanut powder or peanut butter into mashed bananas, applesauce or other pureed fruits

### Stirring Tips

Who says stirring needs to be complicated? Whether you’re new to stirring your peanut butter or you’ve been doing it for years, these three tricks will make stirring as simple as our ingredient lists.



#### Flip It

Flip your jar on its head when you store it in the cupboard to help the peanut oil seep back in all on its own.



#### Give It a Hand

Stir it up with your hand mixer right in the jar. Use just one blade and get a firm grip on the jar before you start!



#### Chill

Once stirred, store the jar in the fridge. It will thicken the peanut butter and keep it from separating too quickly.

## Paying It Forward with Peanut Butter

As a family-owned business, Crazy Richard’s believes in nurturing families and the next generation. That’s why through the **Healthy Kids, Happy Future Project**, Crazy Richard’s donates 10 percent of profits to causes that promote children’s wellness. Through these efforts, Crazy Richard’s is helping in the fight against childhood hunger while helping future generations lead healthier, happier lives.



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### Let’s Chat.

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#### For internal reference/reference citing:

\* <https://www.aaaai.org/about-aaaai/news-room/news-releases/leap-study-food-allergy>

\*\* <http://www.aappublications.org/news/2017/01/05/PeanutAllergy010517>