



**News Release  
For Immediate Release**

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## **Peanut Butter: A Staple in the Global Pantry**

**Walnut Acres organic nut butters perfect for world cuisine and great American classics**

**PENNS CREEK, Pa. (Nov. 1999)**—Peanut butter, an American invention, is showing up in an astonishing array of stews, sauces, pastas and soups with innovative ethnic twists of lime, cilantro and sweet potato. Still America's favorite sandwich spread and firmly lodged in our collective childhood memories, peanut butter is the quintessential food staple. As a result, Walnut Acres Organic Farms, the nation's first certified organic farm and manufacturer, has expanded its artisan-crafted nut butter production and is distributing nationwide to select retail channels.

### **Smooth or chunky?**

According to the Peanut Advisory Board, 83 percent of Americans purchase peanut butter. Their consumption equals more than 700 million pounds of peanut butter annually, or enough to cover the floor of the Grand Canyon. The majority of us like our peanut butter smooth. Seventy percent of all peanut butter is fashioned into "smooth" varieties, while the remaining thirty percent is reserved for the enjoyment of "chunky style" lovers. Walnut Acres Organic Farms produces both smooth and chunky varieties of nut butter in 16-ounce jars.

### **Organic for better flavor**

Of course, delicious cuisine around the globe starts with premium quality ingredients. "Nothing compares to our certified organic peanut butter," says Ruth Keene Anderson, Walnut Acres vice president and daughter of founders Paul and Betty Keene. "We use only organic Valencia peanuts grown by certified organic peanut farmers. Sustainable farming practices not only produce a superior peanut but also help to preserve the delicate ecosystem that peanuts thrive on."

Most conventional peanut butters are heavily sprayed with pesticides and contain hydrogenated oils, emulsifiers and sweeteners. Walnut Acres organic peanut butter is naturally sweet and relies on organic growing practices for true nutty flavor.

### **New partners more exotic than jelly**

Peanut butter has been paired with jams and jellies for generations. With today's increased interest in world flavors, peanut and other nut butters are moving out of the lunch pail and onto the dinner plate. Sweet and savory dishes from Thailand, India, and Vietnam have

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## ORGANIC PEANUT BUTTER

earned nut butters a unique and distinguished spot in the global pantry. Nora Pouillon, chef and owner of Nora and Asia Nora in Washington, DC, enjoys the diversity and interest nut butters present. “I love the influences of Asian cuisine where nuts and nut butters are combined with herbs, spices, and vegetables to create wonderful, aromatic and delicious main course dishes. They are an excellent form of protein and shouldn’t be considered only for snacks or desserts.”

### **Protein anyone?**

Besides its versatility, as Pouillon points out, peanut butter is renowned as an inexpensive protein source with no cholesterol. Walnut Acres organic peanut butter contains eight grams of protein per two-tablespoon serving. Both smooth and chunky styles come in salted and unsalted choices.

Walnut Acres, which produced approximately 100,000 pounds of organic peanut butter in 1998, debuted its line of nut butters on specialty and natural foods retail shelves across the country last summer with a suggested retail price of \$4.49 for a 16-ounce jar. The peanut butter is crafted in small batches in Walnut Acres’ kitchen rather than mass-produced. Walnut Acres also offers an extensive line of less conventional nut butters, including almond, soy, cashew, hazelnut, sunflower, and sesame tahini.

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*Walnut Acres, the nation’s first organic farm, was the brainchild of founder and author Paul Keene, who was inspired by a chance meeting with Mahatma Gandhi in India in the 1940s. Today, the company’s roots remain grounded in a philosophy of farming and processing in harmony with nature.*

*With more than 600 certified organic acres and more than 330 certified organic products, Walnut Acres Organic Farms is one of the world’s leading organic producers. The company mails 2 million catalogs annually throughout North America and more than 30 countries and recently made its more popular items available in select retail channels. Products can also be ordered by calling (800) 433-3998 or by visiting the Walnut Acres web site at <http://www.walnutacres.com>.*

**EDITOR’S NOTE:** Photographs of organic farming and processing practices, product samples or interviews may be arranged by contacting Angie Traver at (303) 449-2108 ext.15, or by e-mail at [angie@freshideasgroup.com](mailto:angie@freshideasgroup.com).

**Nora Pouillon's  
Peanut Sauce with Hot Noodles or Cold Noodle Salad**

*Serves four*

1 lb. Chinese egg noodles or spaghetti  
1 tablespoon sesame oil  
1/4 cup Walnut Acres Peanut Butter  
1 tablespoon soy sauce  
2 teaspoons balsamic vinegar  
1 teaspoon sugar  
1/8 teaspoon cayenne pepper  
1/4 cup water  
2 tablespoons peanuts, chopped or crushed  
2 tablespoons scallions, sliced

In a large saucepan, cook Chinese egg noodles in plenty of salted boiling water until tender. Drain and toss with 1 tablespoon sesame oil. In a blender, combine peanut butter, soy sauce, balsamic vinegar, sugar, cayenne pepper, and water. Puree until smooth.

Toss noodles with peanut sauce and sprinkle with peanuts and scallions. Serve hot or cold.