



CRAZY RICHARD'S PEANUT BUTTER CO.



A PEEK AT OUR PRODUCTS

- Since 1972 we've been making peanut butter with one-ingredient: PEANUTS.
- We support American peanut farmers by only using 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 of nut butter, pure peanut powder pouches, and our new frozen snack line, Wholly Rollies - frozen protein balls, we offer something for every member of your family.
- Our peanut and nut butters, peanut powders and frozen snacks are the perfect choice for families looking for whole foods with whole ingredients without additives.
- Crazy Richard's products are available online and at major grocery store chains across the U.S. including Acme, Kroger Banners, Walmart, Meijers, Publix, Whole Foods, Giant, Safeway and Giant Eagle.

ONE BIG CRAZY RICHARD'S FAMILY

Kimmi Wernli spent much of her childhood in her family's peanut butter 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 the first female president and owner of Crazy Richard's. Kimmi formed key industry relations and has brought a modern vision their established brand as she serves on the board of directors for the American Peanut Council and has obtained the WBENC, B Corporation, and Non-GMO Project verification certifications for Crazy Richard's.

Kimmi is a mother of four, a (self-proclaimed) peanut butter princess, fitness enthusiast and lover of healthy foods and nutrition - she even claims that her veins run with PB! 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.





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. The American Academy of Pediatrics now recommends the early introduction of peanut proteins to infants between 4-6 months old to help reduce the chance of babies developing a peanut allergy by 70 to 80%.* Since whole peanuts are a choking hazard to infants, Crazy Richard's peanut products are the perfect vehicle to introduce peanut proteins! Crazy Richard's extremely smooth and creamy peanut butter and their single ingredient peanut powder are both clean and simple, free from sugars, salts, flavors or additional oils making mixing and measuring easy worry-free. *always seek the advice of your pediatrician first * preventpeanutallergies.org *

“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



HOW TO INTRODUCE PEANUT PROTEINS TO BABIES

1. Mix with Liquid: dissolve 2 tsp. of Crazy Richard's Pure Peanut Powder into 2-3 tsp. warm water, formula or breast milk
2. Mix with Produce: add 2 tsp. of Crazy Richard's Pure Peanut Powder to 2 tsp. of mashed bananas, applesauce or other previously tolerated fruits/veggies
3. Mix with Food: mix 2 tsp. of Crazy Richard's Creamy PB or Powder into 2-3 tsp. oatmeal, pureed chicken or baby yogurt (if tolerated)

STIRRING TIPS

Who says stirring needs to be complicated? Whether you're new to stirring natural nut butters 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 Certified B Corporation and family-owned business, everyone at Crazy Richard's believes in nurturing families and children to prepare for the future. That's why they launched a giveback program called the Healthy Kids Happy Future project. The mission of the Healthy Kids Happy Future project is to offer affordable, wholesome foods to promote healthy families, encourage healthy communities and strengthen future generations through their generous product donations and employee active involvement in local and national organizations.



LET'S CHAT!

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