



Jer's: Eleven Varieties of All-Natural Chocolate Peanut Butter Confections

Since its founding eight years ago by Jerry Swain, San Diego CA County's Jer's Handmade Chocolates has won six International Taste Awards from confection industry peers around the world. Swain, a former Fortune 500 high-tech executive, had no food industry experience and little financial capital.

He explains the origins of his confection: "I was in my parent's kitchen, my hands covered in chocolate and all-natural peanut butter, hand-rolling ball-shaped treats as gifts for my friends and family. I wasn't sure if it was my uniquely crunchy peanut butter center, or that I'd stumbled upon just the right rich chocolate coating, but one thing was for sure: the 'Jer's Balls' - as they soon affectionately were called - became a hit. Friends insisted that I make them again the following year. And the year after that..." The result was one of the first all-natural gourmet chocolate and peanut butter brands on the market.



Each batch of Jer's chocolate is crafted by hand using all-natural, premium, milk, dark and white chocolates and all-natural peanut butter, made from locally-grown Valencia peanuts. The ingredients are combined with rice crisps, pretzels, toffee, or homemade caramel to make up to 11 preservative and filler-free varieties.

Jer's products are sold in specialty retailers nationwide such as Whole Foods Markets, Bristol Farms, Gelsons, Henry's, Fresh Market, Earth Fare, and Food Emporium and online at www.jers.com.

Editor's note: I recently tasted these chocolates. Loved the balance between the chocolate and peanut butter. I highly recommend them!