

## Jer's Chocolates: Having a ball

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Jer's Peanut Butter Bars  
Crier Communications

While visiting his parents for Thanksgiving, then college student Jerry Swain made a batch of peanut butter balls dipped in chocolate. He was in charge of the resident advisors for the dorms and made the dessert to take to a pot luck dinner he was having with the RA's before semester exams. The peanut butter balls were a hit - disappeared in minutes and even were given a name "Jer's Balls". As you can imagine, a name like that catches on quickly in a college atmosphere and Jer's Balls were requested for all future parties. It seemed everyone wanted to try Jer's Balls!

After graduation, Jer began hosting an annual party as a type of reunion for his friends. Of course Jer's Balls were a staple for each party. Over the years, the party grew and grew and grew. And always, Jer's Balls were the main attraction. Sometimes they arrived on silver platters, sometimes Santa delivered Jer's Balls. Jer has always had a philanthropic outlook on life and in year 4 he made the party a fundraiser for a local food bank. After 9 years of parties with Jer making 600 to 700 chocolate peanut butter balls each year, the parties ended. Jer's busy career as a top sales executive in the tech industry did not allow him enough time to do much of anything other than work.

Fast forward a few years and Jer is back at his parents' home for Thanksgiving. Although he was extremely successful in his career, he was not feeling a connection to the end results of his tireless efforts. While discussing this with his father, he realized he was happiest back when he was making all those chocolate peanut butter balls for friends, hosting fund-raisers and connecting with people. He had never considered being a chocolate maker as his career, but his father gave him some excellent advice that day. Having waited until he was in his 50's to finally do what he really wanted to do with his life; he encouraged Jerry not to wait. Believe me, when you taste Jer's Chocolates you will want to call and thank his dad!

Jer made the leap. It wasn't easy and he says if he had known some of the things he knows now about the challenges he would face, he probably would not have been as successful – the "ignorance is bliss" quote was applicable in his journey to success!

About the chocolate - [Jer's Chocolates](#) are handmade in small batches. The products have no preservatives and are made from the finest chocolates and all natural products. Jer doesn't make 500 different chocolate products; he makes a select few and makes them to perfection. Delicious flavors like the original "Jer's Balls" now known as the "Original IncrediBall", a crispy peanut butter center covered with milk, dark or white chocolate or the "Pretzo Change-O", crunchy baked pretzel pieces combined with Jer's signature all natural peanut butter also available in milk, dark or white chocolate are just two examples of his delicious products. Simple concepts – delicious results!

Jer's philanthropy has continued throughout his journey into the chocolate business. In 2001 his company had the opportunity to support [The Leukemia and Lymphoma Society](#) by hosting a Chocolate Ball. Much like the parties he started in college, the Annual Chocolate Ball has grown into an event with over 500 attendees and has raised thousands of dollars for wonderful organizations like the Leukemia & Lymphoma Society, Susan Korman Breast Cancer Foundation, Boys & Girls Clubs and numerous others.

This year at the [New York Chocolate Show](#), Jer won the coveted "Best in Show" award for his [Cara Mella™ All Natural Dark Chocolate Peanut Butter Bars](#). His goal is "To produce delicious, unique, high quality products that make people feel good!" I believe Jer has met his goal! Oh, and thanks to Jer's dad for giving him such great advice!