



**FOR IMMEDIATE RELEASE**

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## **Velvet Peanut Butter is Now WIC Approved**

**MICHIGAN (October 23, 2009)** - Velvet Peanut Butter is now approved for the Department of Agriculture's WIC program. Participants can use vouchers to purchase 18 ounce jars of Velvet Peanut Butter at participating retailers.

Company owner Eric Bruce said "we are very pleased to participate in a program that protects the health of children." Bruce went on to say, "while other peanut butter manufacturers have decided to reduced the amount of product in their jars, Velvet has continued to offer the 18 ounce size, which is the size required by WIC."

### **Velvet Peanut Butter Availability**

Hiller's Market  
Westborn Market  
Holiday Market  
Nino Salvaggio  
Plum Market  
D&W Fresh Market  
Felpausch  
Spartan Stores  
Hollywood Markets

Oakridge SuperValue  
Meijer  
Heartland Market Place  
Vince & Joe's Gourmet Market  
Family Fare Supermarkets  
Glen's Markets  
VG's Grocery  
Seaway Marketplace  
IGA Stores

### **About WIC**

WIC's mission is to safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.

Food, nutrition counseling, and access to health services are provided to low-income women, infants, and children under the Special Supplemental Nutrition Program for Women, Infants, and Children, popularly known as WIC.

WIC provides Federal grants to States for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children who are found to be at nutritional risk.

Established as a pilot program in 1972 and made permanent in 1974, WIC is administered at the Federal level by the Food and Nutrition Service of the U.S. Department of Agriculture.

The State of Michigan's WIC program provides vouchers that participants use at authorized food stores. WIC is effective in improving the health of pregnant women, new mothers, and their infants.