



FOR IMMEDIATE RELEASE

Contact: Kim Bruce

kim.bruce@velvetpeanutbutter.com

734-469-7470

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.