



## Jer's Raises the Bar on Peanut Butter & Chocolate

 From The Kitchens of The Food Channel  
Introduces New Shape at Fancy Foods Show  
Posted by Editor from [The Food Channel®](#)



The makers of Jer's award-winning handmade chocolate/peanut butter balls have announced an exciting advancement in gourmet chocolates: they have created a candy bar!

For the fanatical following of customers that have fallen in love with the taste of Jer's award-winning handmade chocolate peanut butter balls, this is apparently a major

development. Previously, Jer's gourmet peanut butter/chocolate treats were only available in "ball" shapes, and only packaged in gift boxes. The new bars allow Jer's aficionados to enjoy the decadent candies as an everyday treat.

Dubbed the Original Incredibar™, the new bars come two to a package and were unveiled at the recent Fancy Foods Show in New York City. (Read more about the [Fancy Foods Show](#).)

"Many customers, both retailers and direct consumers, have requested that Jer's make a snack item that would allow them to eat the award-winning peanut combinations without having to purchase a gift box. Thus, Jer's has raised the bar with its premium chocolate peanut butter bars," says Jerry Swain, founder of Jer's Handmade Chocolates.



Although this is a new shape for Jer's, the company insists the new bars will still have the same attention to detail—handmade in small batches to ensure freshness and quality. Jer's was a pioneer in using all-natural organic peanut butter and premium ingredients in its confections, which established its award-winning taste. Jer's peanut butter/chocolate combinations include caramel, toffee, pretzel and crisp. Jer's gourmet candies have, to date, won four International awards in confections competitions.

Swain first began making his chocolates in his parents' kitchen during his college days more than 20 years ago. They were an immediate hit and quickly became a holiday tradition, enjoyed by family and friends. It wasn't until 2001 that

Swain quit his corporate "day job" and became a full-time chocolatier.

Jer's Handmade Chocolates, based in San Diego County, is a privately-held company and for five years has been supplying both large and small retail and distribution channels with gourmet confections that appeal to America's growing appetite for gourmet chocolates.

Jer's chocolates are available at various upscale markets, gourmet shops and department stores throughout the U.S. For more information, you may visit [www.jers.com](http://www.jers.com).