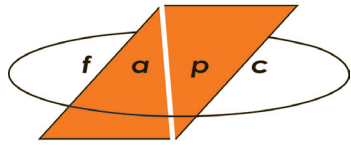


Food & Agricultural Products Center



FLASH!!

OKLAHOMA STATE UNIVERSITY™

March 21, 2006

Pass on the Maple and Pick-up the Peanut Butter

STILLWATER, Okla. – Pancakes are being topped in a new way on some breakfast tables in Oklahoma. Aside from the usual maple, strawberry or butter pecan pancake syrup, a new choice is available – peanut butter.

It may seem surprising that while peanut butter lovers have placed the condiment on bread, fruits, vegetables and in desserts for years, the idea to market it for pancake syrup had never been realized – until recently. In Kathy Privett's kitchen in Inola, Okla., however, peanut butter pancake syrup was a favorite.

“My husband and I mixed peanut butter and syrup in the kitchen for a snack for the kids,” Privett said. “One day he said, ‘Why don’t you bottle that?’”

After conducting research, Privett realized the idea was a new one in the food industry.

Seeking assistance with her idea, she attended the Basic Training Workshop at the Food & Agricultural Products Center located on the Oklahoma State University campus in Stillwater, Okla., in August 2004. The workshop provides food business entrepreneurs information on business economics and marketing.

It was at this workshop that Privett met Chuck Willoughby and Jim Brooks, FAPC business planning and marketing specialists, and David Moe, FAPC pilot plant manager.

Under their supervision and through eight months of trial and error, a final recipe for peanut butter syrup

was formulated, and the company, Abe's Creations, was born.

“Mixing and bottling peanut butter pancake syrup came with a few challenges – challenges that Dave Moe was able to meet – but the real challenge laid ahead in marketing the product to retail buyers and prospective customers,” Willoughby said. “That is where we were able to help Kathy through our Market Development Program.”

Privett attended the Oklahoma Grocer's Association and Petroleum Marketers tradeshow in Oklahoma City with the help of the FAPC. Her “creation” was then picked up by Reasor's Grocery located in the Tulsa area.

As Privett attended more tradeshows and the state fairs, the



product was introduced to more consumers and was added to the shelves of Homeland, Reasor's and other individual grocery stores.

In the beginning, the FAPC helped produce the syrup during the market testing phase, but production of the syrup is now produced by Backwoods Foods in Tahlequah, Okla.

“We are really pleased with the market response this product has received, especially selling out its debut weekend at the Reasor’s stores in the Tulsa area,” Brooks said. “It is gratifying to know that we have been able to help another Oklahoma entrepreneur and

keep the food manufacturing jobs here in Oklahoma.”

The FAPC is still currently involved in assisting Privett and her company.

“I continue to rely on my advisory team – Chuck, Jim and Dave,” Privett said.

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Jim Brooks and Chuck Willoughby are business planning and marketing specialists for the FAPC. Both may be contacted by calling (405) 744-6071 or e-mailing jim.brooks@okstate.edu or chuck.willoughby@okstate.edu.
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