



30 August 2022

Jars of Joy!
Go nuts for fun, daring and scrumptious
new Knotty's premium nut butters!

Smooth or crunchy? On toast or spoon it straight from the jar? Knotty's transforms the world of nut butters as we know it by introducing daring, delightful and - most importantly delicious - jars of joy to the taste buds of millions.

At Knotty's core is a bold, bright and innovative range of premium nut butters from peanuts to pistachios and almonds to cashews with a focus on fun-filled branding and superior 'kickass' taste for an irresistible treat.

Adding a twist to the classics, Knotty's says U-S-Yay for PBJ as it unveils its American Style peanut butter range with the ultimate sweet and salty hit. Whether you choose to pair our smooth PB with strawberry or raspberry jelly for a mouthful that'll transport you to the States, or some chocolate for a lip-smackin' treat, you'll be guaranteed a delicious taste of the USA.

Knotty's also introduces its flavoursome Indulgence range which fuses high quality nut butters with unmissable original and - in some cases - crazy flavour combinations. From banana chips and coconut cream flakes to popped rice and 'popping candy' for a blissful jar of nut butter that everyone will want to get their hands on.

The Knotty's core range brings these jars of joy:

- **Smooth – Pinch Me Peanut:** Great Taste Award 2022-winning scrumptious peanut butter at its simplest. Deliciously roasted high oleic peanuts, smoothly blended with a pinch of sea salt.

- **Crunchy – Pinch Me Peanut:** Classic peanut butter with a satisfying bite. Mouth-watering roasted high oleic peanuts blitzed up with a pinch of sea salt.
- **All about Almond:** Roasted and loaded up with nothing but a pinch of sea salt.
- **Hey Ho Pistachio:** Heavenly pistachios blended 'till smooth with a pinch of sea salt.
- **Coo Coo Cashew:** Tempting cashew butter bursting with deliciousness sprinkled with sea salt.

The trio in the American Style range includes:

- **Knotty's Strawberry Jelly & PB:** PBJ joy in a jar, this mouth-watering American-style striped marvel unites our deliciously roasted high oleic peanut butter with a glorious strawberry jelly. The ultimate salty sweet hit.
- **Knotty's Raspberry Jelly & PB:** Rich raspberry stripes combined perfectly with smooth peanut butter for a truly American classic.
- **Knotty's Chocolate & PB:** Sweet, silky chocolate and salty peanut butter- this tasty treat will always have you coming back for more.

The new range of pure Indulgence are:

- **Amazing Grace:** A delicious duet of smooth peanuts and crispy puffed rice for a crackly, crispy crunch with notes of cinnamon.
- **Top Banana:** A tropical taste tornado. Roasted peanuts combined scrumptiously with sweet banana chips and coconut cream flakes for a truly tantalising taste.
- **Royal Highness:** Yummy roasted peanuts unite with nostalgic popping candy to wow your mouth in a fantastical fling for the senses.

Knotty's owner James Knott felt there was a gap in the market for his dynamic brand to thrive in as the nut butter category had become 'boring'. The philosophy is to create tasty, healthy, fun-filled food that allows us to eat wonderfully. After all, good things come to those who splodge.

Knotty's products contain no added sugars or palm oil, are naturally gluten free and vegan and are undeniably delicious. All Knotty's nut butters are sourced from a fully traceable peanut supply chain, from Argentinian farms- the tastiest peanuts on the planet!

For those looking for a nutritious snack to add a health boost to their diets, our alternative Nutri Butter range is loaded with superfoods like probiotics, ginger, acai berry and turmeric.

Whether you choose Knotty's crazy-delicious flavour combinations or our super nourishing Nutri Butters, just one spoonful of our nut butters simply won't be enough.

Grab your jar of pure nutty joy - the Knotty's Core, American Style & Indulgence Ranges are now available from RRP £2.99 at – www.knottys.co.uk Nutri Butter is also available online at www.nutributters.co.uk or from Holland & Barrett stores, RRP from £3.99. Hello Fresh customers can continue to enjoy the new Knotty's sachets in their recipe boxes available from www.hellofresh.co.uk.

Ends



Grab a scrummy jar from the mouth-watering range Knotty's



However you scoff it – try Knotty's Smooth Peanut Butter or Peanut Butter & Banana



This isn't our first rodeo - grab your jar of Knottys' American Style PB

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Notes to Editors:

Knottys is named after owner, James Knott, who is nuts about nuts. His obsession about peanut butters led to the creation of Knottys' range. His travels around the world from a very young age has given him a taste of different cuisines giving him the inspiration to take nut butters to a new exciting level making nut butters tastier, healthier and much more fun. Knottys' mission is to lead the category by making the tastiest, healthiest, most innovative and fun nut butters ever seen before. Its vision is to take nut butters above and beyond expected and offer the consumers the most unexpected.

Knottys – which was founded in 2020 – is owned by Natural Selection Foods Ltd, which is based at Horton Park in Telford, Shropshire.

Knottys.co.uk