



## **For Immediate Release**

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### **Peanut Butter & Co. and baking guru Rose Levy Beranbaum team up for a Thanksgiving Pie Party** *Celebrate Thanksgiving with a Slice of Peanut Butter Pie!*

(New York, NY) What's more American than pie? Peanut butter, of course! To celebrate Thanksgiving, Peanut Butter & Co. is presenting 10 classic American pie recipes, each with a new peanut buttery twist.

"We Americans love our peanut butter in so many ways - in peanut butter and jelly sandwiches, spooned straight out of the jar, and as a delicious ingredient in ice cream, cookies, and more. At Thanksgiving, it's especially fun to try peanut butter in pies and tarts!" says Rose Levy Beranbaum, the award-winning author of 10 cookbooks, including *The Pie and Pastry Bible*, *The Baking Bible*, and *The Cake Bible*.

From November 3 - 13, 2015, Peanut Butter & Co. will present 10 new mouthwatering Thanksgiving pie recipes created by noted food bloggers at [ilovepeanutbutter.com/ThanksgivingPieParty](http://ilovepeanutbutter.com/ThanksgivingPieParty). The pie recipes include Peanut Butter Chocolate Cream Pie, Vegan Peanut Butter Apple Pie, and Gluten Free Peanut Butter Streusel Blueberry Pie, among others.

In addition to the new pie recipes, consumers will have a chance to win one of five Pie Baking Gift Packs from Rose Levy Beranbaum. The Gift Packs include Rose's latest cookbook, *The Baking Bible*, her signature 9-inch Perfect Pie Plate, Magic Rolling Pin, Magic Dough Mat, and Fast Tracks™ Dough Thickness Rails, along with a prize pack from Peanut Butter & Co. The five winners will be selected at random and there is no purchase necessary to enter.

"With Thanksgiving around the corner, combining peanut butter and pies was a no-brainer," says Peanut Butter & Co. Founder & President Lee Zalben. "Like pies, peanut butter is such a beloved American food, and it deserves a spot at every Thanksgiving table!"

Consumers can find their way to The Thanksgiving Pie Party through Peanut Butter & Co.'s website, weekly e-newsletter, and social media channels. To check out the pie recipes and to enter for a chance to win a Pie Baking Gift Pack, visit [ilovepeanutbutter.com/ThanksgivingPieParty](http://ilovepeanutbutter.com/ThanksgivingPieParty).

### **About Peanut Butter & Co.**

Peanut Butter & Co. began in 1998 as a cozy little sandwich shop in Greenwich Village, NYC and has since become one of the fastest growing natural/specialty food companies in the US. The company's ten varieties of non-GMO Project Verified, flavored peanut butter are available in over 15,000 supermarkets and specialty retailers. Peanut Butter & Co is the #1 selling brand of all natural chocolate nut spreads in the US (Source: IRI). Peanut Butter & Co.'s products are made exclusively from USA grown peanuts and were recently featured on [The Dr. Oz Show](#), [CBS Sunday Morning](#), and [Fox & Friends](#). Find out more at <http://www.ilovepeanutbutter.com>, <http://www.facebook.com/PeanutButterCo>, and <http://www.twitter.com/PeanutButterCo>.