

“QUITE SIMPLY, IT’S THE BEST PEANUT BUTTER WE’VE TRIED, WITH A FRESH ROASTED FLAVOUR AND FANTASTICALLY BLENDED TEXTURE”



Picot Productions

Pic's Really Good Peanut Butter

Growing up with a dad who was one of the founders of Foodtown, peanut butter producer Pic Picot thought there was nothing more boring than groceries. “But I’ve come full circle,” he says.

And how did that happen? He’s always loved peanut butter and one day, breakfasting with an American mate, he studied a jar that said “health style with reduced sugar”. Later he noted local peanut butters started having added sugar. “There’s no need for sugar in there,” he thought and resolved to start making his own.

True to his keep-it-simple notion, his peanut butter contains nothing but peanuts and salt (he also makes an unsalted version, if you must). And as he uses high-oil-content peanuts (from Australia since we don’t grow them here), he doesn’t need to add oil either.

This comes “in an amazingly returnable jar”, as the label reads. If you return the glass jar to Pic at the Nelson Market, 50c goes to the Brooke Wildlife Sanctuary. And why are there pictures of lawnmowers on the jar? We asked Pic so you don’t have to: “I just like lawnmowers. I’m an outdoorsy, low-tech kind of a guy.” Which probably explains the stainless steel concrete mixer with a burner under it he had built to dry-roast the nuts when he first started.

He and partner, Sandy Francis, who is responsible for marketing and moral support, have come a long way since then, but he still sells at the market, urging passersby to try a sample.

“I love it,” says Pic. “I love making them try it at the market. And they’re incredibly grateful. I know I’m doing them a favour.”

He’s done us all a favour. Quite simply, it’s the best peanut butter we’ve tried, with a fresh roasted flavour and fantastically blended texture.

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