

Two Timberwolf Grads Go Nutty For Peanut Butter



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What do you do when you're sitting around your college apartment and can't find any peanut butter? Well, you start a company, of course. Erika Welsh and Keeley Tillotson (2009 TuHS grads) did just that.



They hauled out the food processor and began experimenting with ingredients such as chocolate, sunflower seeds, coffee, coconut, cinnamon, honey, raisins, even pretzels. Soon their informal taste tests expanded beyond the apartment and they were carrying samples all over campus for their friends to try. And Flying Squirrel Peanut Butter was born.

Things have happened pretty fast for the two young CEO's. Early in February, they were interviewed by the Oregon Daily Emerald, the UO campus newspaper. Then a journalism student made a video about them and posted it on YouTube. Then they were featured in

a national food blog called katheats.com, which resulted in several hundred orders.

All of a sudden, a Friday afternoon's craving for PB and celery had turned into some upper level business courses on getting their commercial kitchen certified, packaging and labels, inventory control, applying for a business name, insurance, shipping, customer service, deadlines, etc.

This might seem daunting to some, but these two take it all in stride. Erika is in

environmental studies and Spanish major + being on the UO rowing team. Keeley is a journalism major, art minor + being on the UO triathlon team. Both had busy schedules before Flying Squirrel and now even more so.

It's fun to see their eager and optimistic attitudes about being in business. The future is Bright - Eyed & Bushy - Tailed. Upcoming events for the Squirrels: the U of O street fair in May, Eugene's Saturday Market and getting their PB into a grocery store.



You can get more information and order any of their 5 flavors at:

www.flyingsquirrelpeanutbutter.com