

TuHS Grads Expanding “Wild Squirrel Nut Butter”

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Hello Everyone! We're Keeley and Erika – Tualatin High School graduates, University of Oregon students and founders of Wild Squirrel Nut Butter.

Wild Squirrel began one rainy Sunday afternoon, when we were in our college apartment, scraping the bottom of yet another jar of generic peanut butter. With no more peanut butter, and a surplus of celery, we were faced with a familiar conundrum. However, neither of us wanted to ride our bike in the pouring rain to the store to buy more.

Luckily, we had a bag of raw peanuts, a brand new food processor, and two squirrely little minds. It didn't take long before we had created our first batch of homemade peanut butter. However, as creative chefs, we were not content to leave our peanut butter to be just plain or crunchy. So we invented delicious new flavors, using ingredients we loved to eat with peanut butter but we had never seen combined into the actual product!

We shared our new flavors with our friends and family, who loved it and encouraged us to sell our peanut butter online! On a whim, we made a website, and we immediately began to get orders.

After selling thousands of jars online, in street fairs, and at farmer's markets, we decided to make the leap and sell our products in stores! We are now in 35 stores throughout Oregon, including New Seasons, Market of Choice, Zupans, and others!

We have big dreams for our little nut butter business, including expanding throughout the Pacific Northwest. But, as it turns out, running a business can get expensive! (Nobody told us this in our Journalism or Environmental Studies classes!) In order to expand beyond our current number of stores, we need to take a bit more of a financial leap to spread the word about Wild Squirrel.



Over the past year, we've been given incredible support from all our awesome friends, family and customers. All the wonderful people who gave us words of advice and encouragement along the way have facilitated our success. We are now reaching out to ask for help as we pursue the next step in our business.

We've started a Kickstarter project through the popular crowdfunding website Kickstarter.com. Online you can watch videos and learn about the company, and then choose to donate any amount you wish to help us on our way towards growing our business!

In return for pledges, we've created some awesome reward packages, including packets/jars of our nut butters (including brand new almond butters) stickers, t-shirts, birthday packages and even customized nut butters! Everyone who pledges will be publically thanked on our website and will receive a handwritten thank you note. We appreciate any amount, and we will be forever grateful for every dollar raised.

For more information about Wild Squirrel, our Kickstarter, or to contact us directly, visit wildsquirrelnutbutter.com or email keeley@wildsquirrelnutbutter.com.

