

# food&family

## Now Your Kids Won't Want To Trade Lunches

(NAPSA)—Question: What do a school cafeteria and the New York Stock Exchange have in common? Answer: Trades get made in both places—until now perhaps.

As kids are gearing up to head back to school, they look forward to something tasty in their lunchboxes. Today, parents are on the lookout for delicious, nutritional lunches that are convenient to pack. While some parents tackle the stickiness of peanut butter and jelly, pickles, cold cuts, mayonnaise and mustard, others long for a simple solution that will allow for a delicious and portable meal without all the preparation.

To help solve this problem, The J.M. Smucker Company has added a whole new twist to the classic peanut butter and jelly sandwich. *Smucker's® Uncrustables®*—thaw-and-serve, crustless sandwiches, made with soft white bread—are perfect for lunchtime or any on-the-go activity. Kids can now enjoy the simple pleasures of peanut butter and jelly anytime, anywhere. Store the sandwiches in the freezer, pack them in your kids' lunchboxes in the morning, and by lunchtime they're ready to eat. With delicious creamy peanut butter and jelly sealed inside soft crustless white bread, peanut butter and jelly never tasted so good. Smucker's has sealed its homemade goodness into two tasty choices—peanut butter and grape jelly and peanut butter and strawberry jam.



**A quick and convenient way to enjoy peanut butter and jelly sandwiches on the go delights kids everywhere.**

In a recently conducted survey to learn how kids really like to eat peanut butter and jelly sandwiches, it was found that 33 percent of children who've eaten a peanut butter and jelly sandwich say, "*Hold the crust.*"

Fifty-nine percent of America's youth already eat a peanut butter and jelly sandwich once a month, so kids (whose parents are invariably pressed for time) won't have to forego one of their favorite meals. *Smucker's® Uncrustables®* sandwiches combine convenience, portability and a homemade taste all in one.

For more information, visit [www.smuckers.com](http://www.smuckers.com).