

OPEN FOR BUSINESS

Lucrative nut business yields plenty more than peanuts

■ Brothers: Success lies in using all-natural ingredients

By EILEEN McCARVILLE
Special to The Oakland Press

Danny Levy never thought selling nuts at the mall would turn into a lucrative business.

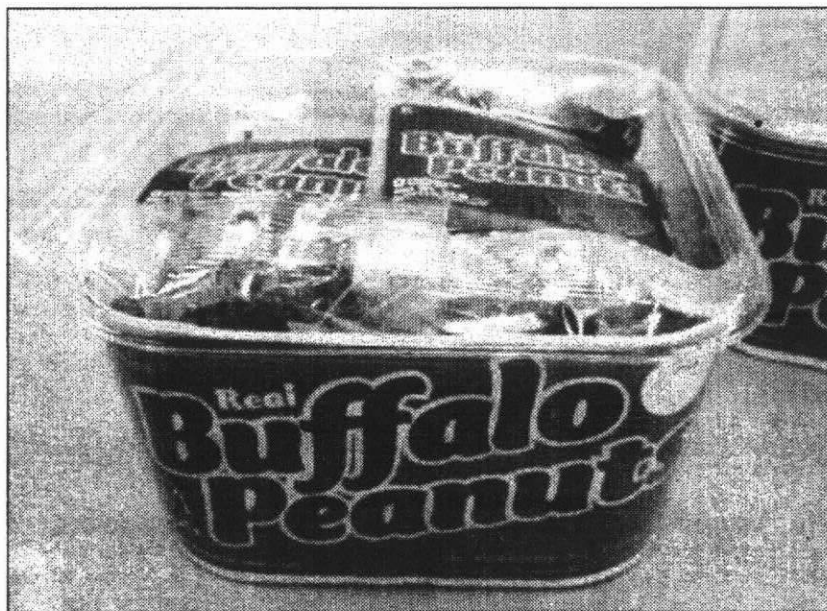
But today, he and brother Jonny are the owners of Nuts are Good, a thriving gourmet nut business that is the oldest wholesale roaster of cinnamon almonds in the United States.

"We're two brothers who simply love roasting nuts and believe everyone deserves a treat," said Levy, who runs the business with his brother in Warren.

After making and selling the hugely popular cinnamon roasted almonds at a Grand Rapids shopping mall nearly 20 years ago as a college student, Danny soon realized the range of possibilities for flavored nuts was endless. He began experimenting with peanuts, which seemed to lend themselves as a good base for adding flavors. Plus, they were inexpensive, widely available and healthy.

Today, Nuts are Good's best seller is their Buffalo Peanut (think buffalo wings) — a spicy snack with a real kick to it due to the addition of garlic and cayenne pepper. Other popular flavors include Pina Colada, Raspberry and Apple Cinnamon, and the ever-popular Cinnamon Roasted Almonds.

"We pass out a lot of samples," said Jonny Levy. "We go to lots of events in Southeast Michigan, like football games,



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Buffalo Peanuts, a flavored peanut snack spiced with cayenne pepper and garlic, is currently Nuts are Good's best-selling gourmet nut product.

festivals and even the Woodward Dream Cruise."

In all, Nuts are Good offers about 12 tasty varieties of flavored peanuts, cashews and almonds.

Most of the business is wholesale, but their products can also be found at grocery and specialty stores, with plans to expand sales to sports venues, universities and other facilities. Nuts are Good products are also available over the Internet at www.nutsaregood.com.

"The nut business is very competitive in the Metro Detroit area with so many players," Danny Levy said. "But we have really found our niche because our products are high quality and unique."

Part of their success lies in using all-natural ingredients and dry roasting their product in copper kettles.

"This enables us to offer a handcrafted product at an excellent value," he said. "Dry roasting greatly extends the shelf life of all of our products from

Know your nuts

Peanuts are a very good source of monounsaturated fats, niacin, copper, vitamin E and protein.

■ Not only do peanuts contain oleic acid, the healthful fat found in olive oil, but new research shows these legumes are just as rich in antioxidants as many fruits.

■ In a 10-year study to see if eating peanuts might affect the risk of colon cancer, researchers found that eating peanuts just two or more times each week was associated with a 58 percent lowered risk of colon cancer in women and a 27 percent lowered risk in men.

■ Other studies have shown peanuts help to prevent gallstones and protect against Alzheimer's disease and age-related cognitive decline.

■ According to the Almond Board of California, almonds have the least fat of all nuts and are considered one of the healthiest. They're the best whole food source of vitamin E and contain rich amounts of calcium, folic acid and phosphorus, and more magnesium than spinach.

Sources:
www.npd.com
www.almondsarein.com

nine to 12 months because we don't roast with oil."

After nearly 20 years in the business, the brothers are still nuts about their product. "We actually eat 'em every day," Levy said.

For more information, contact Nuts are Good at (877) 478-6997 or (586) 619-2400.

China's r shocks b boosts g] economy

PARIS (AP) — The argumen is stealing jobs from the West i Louis Desjoux. He is focus orders piling up from wealthy made-in-France swimming po

Desjoux's 210 employees i 800 orders for pools from priva clients, and sales are up 90 per Desjoux opened his first sto May and expects China to riva Europe as a market within a d 10,000 of his pools each year. "ers, seeing our name on a stor said. "It's just extraordinary."

The image of newly minted lionaires lounging in pools ma in the French industrial town pokes a hole in the belief that mostly a threat to workers in t almost everything may one da in China" label.

The fear of China comes lar its startling growth. This year, time, China will be the largest to global economic growth, ac International Monetary Fund. of the Beijing Olympics next / economy is expected to zoom i to become the world's third bi United States and Japan.

To detractors, these accomp reminders that China is puttir ers out of work and polluting 1 as it floods the world with che: scares about tainted food and : have further hurt China's ima

"There have been more neg: of trade with China than posi Sweeney, president of the AFI U.S. labor federation. "Globali ently exists is not working for