



Nutty about Mince Pies? Introducing Mince Pienut Butter, a unique mash-up of mince pies and peanut butter

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The limited edition festive spread, has been created by British small business ManiLife, and is available exclusively on Amazon.co.uk for £3.99 per jar, with convenient, fast delivery options available

Research shows 79 percent of Brits try unusual pairings over the festive period, almost two-thirds (63 percent) have added vegetables to sweet dishes, and 30 percent have added red wine to their Christmas gravy

Mince Pienut Butter is one of many festive foods available from Amazon this year. Discover this and hundreds of other items from small businesses through the [Shop Small Gift Finder](#)

LONDON - 8th November 2023 - Spread the word, Amazon has teamed up with small business and cult peanut butter brand ManiLife to create [Mince Pienut Butter](#) - a unique mash-up of mince pies and peanut butter. The limited edition nut butter (260g) is available exclusively from today on Amazon.co.uk for £3.99.

ManiLife has applied its nuts-pertise to create a unique peanut butter, which blends the flavours of mince pies with its much-loved peanut butter to create a new Crimbo classic. With tasting notes of apple, raisin, and mixed Christmas spices, Mince Pienut Butter is the perfect topping for toast, croissants, crackers, and pancakes - or give dishes a special Christmas twist by adding it to cakes, smoothies, shakes, and sauces. It is also the perfect gift for anyone nuts about mince pies.

The small British business made the limited-edition spread using small batch production methods, and have made it exclusively available on Amazon. Mince Pienut Butter is one of many gifts available from thousands of small businesses this Christmas on the [Shop Small Gift Finder](#) on [Amazon](#). The gift finder helps customers discover and support small businesses by highlighting gifts available from over 100,000 independent sellers. From foodie treats to bespoke trivia games and interior staples, there are hundreds of gifts to choose from this festive season.

"ManiLife places taste above all else with any products that we launch, so when we discussed the prospect of Mince Pienut Butter as a team, there were a few raised eyebrows!" said Stuart Macdonald, Founder, ManiLife. "BUT when we started playing around with the flavours, it dawned on us that we may have struck gold. This product is genuinely out of this world! Working with Amazon has been fun and fast-paced, which is always welcomed in a business like ours!"

"You can get everything you need for Christmas on Amazon, and now you can get the unique festive spread you didn't even know you needed", said James Bate, Director of EU & UK Grocery at Amazon. "ManiLife is one of over 100,000 small businesses that sell their products on Amazon, and Mince Pienut Butter might be one of the most exciting items available in the lead up to Christmas. Whether you're shopping for gifts or groceries, Amazon has a wide selection of items from big brands and small businesses that offer great value and fast, convenient delivery throughout the Christmas period."

Festive Favourites

Over half of the nation (71 percent) look forward to the festive period because of the choice of food on offer and when it comes to Brits' favourite festive food, pigs in blankets take gold (18 percent), followed by roast potatoes (17 percent) and mince pies (10 percent).

As family, friends and loved ones come together, almost three-quarters (74 percent) of the nation will have at least one Yorkshire pudding this Christmas and over half (58 percent) plan to have at least one portion of Christmas pudding. Turkey sandwiches are also popular with 61 percent of those polled saying they'll have at least one over the Christmas period. And on average, Brits expect to consume 29 mouthfuls of chocolate this festive season.

Christmas Combinations

Over a third of Brits (39 percent) believe that Christmas time is the perfect opportunity to experiment with food and food combinations, with more than three-quarters (79 percent) saying they try unusual pairings over the festive period. Chocolate on broccoli, a cheese and Christmas cake sandwich, and Biscoff on a burger are just some of the unusual food combinations the nation has tried over the festive period. 12 percent of Brits have drizzled maple syrup on their pigs in blankets, 11 percent have opted for gravy with their cheese. In an effort to get tasty lashings of gravy, 30 percent of Brits say they have experimented by adding red wine to it, 20 percent Worcestershire sauce, and 11 percent Marmite.

Budding pastry chefs have also tried their hand at interesting Christmas dessert combinations. Almost two-thirds (63 percent) have added vegetables to sweet dishes from carrot (10 percent) to avocado (8 percent), and beetroot (7 percent). Brits have even experimented with chilli, balsamic vinegar (both 7 percent), and even wasabi (3 percent) in their desserts.

Where to buy Mince Pienut Butter & other Small Business Gifts

Mince Pienut Butter is one of a wide selection of festive foods available from Amazon this year. Discover this and a variety of other items from small businesses through the Shop Small Gift Finder. The limited edition Mince Pienut Butter is available exclusively on Amazon.co.uk for £3.99, with convenient, fast delivery options available.

ENDS

Notes to Editors:

For high res images, please click [here](#)

This research of 2,000 Brits was commissioned by Amazon and conducted by 72 Point between 16th-23rd October, 2023.

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ManiLife boilerplate

Stu Macdonald is properly into Peanut Butter. Peanut butter isn't just a business for Stu, he is passionate about where it's from, where it is going, and the incredible people involved along the way. He is fascinated with the craft element of producing quality products, which he believes is aligned with the sourcing ethos of coffee, chocolate, and wine with a focus on the terroir, roasts, and batch production.

Stu founded ManiLife off the back of a year in Argentina where he was working for a peanut butter social enterprise and subsequently met the farm that ManiLife still source from today. After importing the first ton of peanuts he had a brief spell as an accountant at PwC before finally packing it in and going full-time peanut butter in October 2016.