

Jack & Jason Went to the Kitchen to Make Pancakes

Friday, 18. March 2011



Fluffy, hearty pancakes from Jack & Jason mixes.

I'm not sure the world needs another pancake/waffle mix. But San Francisco entrepreneurs Jack Harper and Jason Jervis are betting you'll find theirs irresistible.

Their Jack & Jason's Pancake & Waffle Mixes, which come in five flavors, are made with unenriched whole wheat flour, oatmeal and real fruit. Choose from: Original, Blueberry, Double Chocolate, Banana-Walnut and Pumpkin-Spice.

I had a chance to try the Banana-Walnut. You still have to add your own butter, egg and milk to the mix. A nice option is the directions included for making a low-cholesterol version with canola oil, egg whites and skim milk.



The pancakes have detectable bits of crunchy walnuts in them and definitely taste of banana.

The ingredients are unprocessed and the grains are not ground super fine, so there's a pleasant, hearty roughness to the fluffy pancakes, too.

The mixes, \$6.99 to \$7.99 (depending on the variety), are available at a small number of San Francisco stores, including Fenway Market, Marina Supermarket, Falletti Foods, and Harvest Urban Market.



Another Pancake/Waffle Mix: Kodiak Cakes