



For Immediate Release

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## Justin's presents new branding and chocolate flavors at 2010 Fancy Food Show in San Francisco

*Foodies seek out chocolate nut butter paradise at Justin's Booth #1476*

BOULDER, Colo. (Jan. 12, 2010) — [Justin's](#), a leader in the all-natural nut butter industry, will present its vibrant new branding at Winter Fancy Food Show in San Francisco, Jan. 17 - 19, 2010, at booth # 1476. The new design highlights Justin's core values of combining the best organic and natural ingredients to provide premium nut butters in palate pleasing flavors. Also at the Fancy Food Show, Justin's will be sharing the latest flavors including: Organic Chocolate Peanut, All-natural Chocolate Almond and All-natural Chocolate Hazelnut.

"We're really pleased with the refreshed branding," says Justin Gold, founder and CEO of Justin's. "The new look emphasizes that we're all about the nut, which means an absolute dedication to creating innovative nut butters with the finest ingredients that deliver on nutrition and taste. In addition, we're thrilled to introduce our new chocolate line – it truly defines 'healthy indulgence.'"

All three new flavors will be available soon in the 100-calorie, .6-ounce portion-control squeeze pack, the 1.15-ounce single-serve squeeze pack and the 16-ounce jar at Whole Foods Market and natural grocers nationwide.

Justin's continues to manufacture its products using a secret grinding process unlike any of its competitors. The products' texture and flavor along with the squeeze pack innovation has created unmatched demand for their line of nut butters.

Justin's invites you to preview the new branding, taste the new nut butters and meet founder, Justin Gold, at the Winter Fancy Foods Show, Moscone Center, San Francisco, booth #1476.

For more information, product photos or an advance interview with Justin Gold, please contact Heather Willison: [heather@snap-pr.com](mailto:heather@snap-pr.com) or 303.517.2272. For assistance during the tradeshow, please contact Lauren Lortie: [lauren@justinsnutbutter.com](mailto:lauren@justinsnutbutter.com) or 720.266.7466.

### ***About Justin's:***

Justin's is the premier nut butter company on the planet manufacturing organic and natural nut butters using a small batch, proprietary grinding process. Justin's began in 2002 as Justin Gold, using a food processor in his home kitchen, began selling his homemade nut butters to natural food stores in Boulder, Colorado. Today, Justin's is available nationally at fine retailers including: Whole Foods Market, Vitamin Cottage, Toys "R" Us, REI, Jewel Osco, Alaska Airlines, King Soopers, HEB, City Market, Fairway Markets and many more. Justin's is available in 16oz jars, 1.15oz squeeze packs and .6oz squeeze packs in eight delicious flavors: Chocolate Almond, Maple Almond, Honey Almond, Classic Almond, Chocolate Peanut, Honey Peanut, Classic Peanut and Chocolate Hazelnut. For more information please visit: [www.justinsnutbutter.com](http://www.justinsnutbutter.com).

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