



For Immediate Release
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Justin's showcases award-winning Organic Peanut Butter Cups at 2012 Fancy Food Show in San Francisco

Foodies seek out chocolate peanut butter cup paradise at Justin's booth #1455

BOULDER, Colo. (Jan. 11, 2012) — [Justin's](#), a pioneering and rapidly expanding leader in the organic, all-natural nut butter category, will showcase its latest product line, award-winning Organic Peanut Butter Cups, at Winter Fancy Food Show in San Francisco, Jan. 15 - 17, 2012, at booth # 1455. Available in both milk and dark chocolate varieties, Justin's Organic Peanut Butter Cups are a heavenly and healthy indulgence made by delicately placing Justin's Organic Classic Peanut Butter in the finest organic and fair-trade certified chocolate. Both varieties are gluten free and the dark chocolate variety is also dairy free.

"We're thrilled to present our Organic Peanut Butter Cups to the Fancy Food audience and beyond - we've taken a classic candy favorite and made it even better with organic ingredients and unparalleled quality and taste - it's truly a 'healthy indulgence,'" said Justin Gold, founder and CEO of Justin's. "Given the sophisticated and 'seasoned' palettes sure to sample our products at the show next week, I feel incredibly confident that our award-winning, delicious Organic Peanut Butter Cups will not disappoint."

Justin's Organic Peanut Butter Cups were originally introduced less than a year ago and have already received numerous awards, including:

- +Gold Medal by Gourmet Awards for Popular Foods Category - 2011-2012
- +Product of the Year 2011 by VegNews' Veggie Awards
- +Healthy Food Awards by Healthy Living Magazine - August 2011
- +Sofi Silver Award - July 2011
- +Best New Product at Expo West - 2011 - by Veg News

Justin's invites you to sample its Organic Peanut Butter Cups and All-Natural Nut Butters, as well as meet founder, Justin Gold, at the Winter Fancy Foods Show, Moscone Center, San Francisco, booth #1455.

For more information, product photos, an advance interview with Justin Gold, as well as assistance during the trade show please contact Lauren Lortie: lauren@justinsnutbutter.com or 720.266.7466.

About Justin's

Justin's, a pioneer in the natural food industry, produces organic and all-natural nut butter spreads and peanut butter cups. Justin's was founded in 2004 as owner Justin Gold began making homemade nut butters using a food processor in his home kitchen, and selling them at the Boulder Farmers Market. Today, Justin's is available internationally and across North America at fine retailers including: Whole Foods Market, Safeway, Kroger, Wegman's, Cost Plus World Market, SuperTarget, Jewel-Osco, HEB, Sprouts, Alaska Airlines and many more. Justin's nut butters are available in 16-ounce jars, 1.15-ounce squeeze packs and .5-ounce squeeze packs in eight delicious flavors: Chocolate Almond, Maple Almond, Honey Almond, Classic Almond, Chocolate Peanut, Honey Peanut, Classic Peanut and Chocolate Hazelnut. Justin's Peanut Butter Cups are available in dark chocolate and milk chocolate 1.4oz, two-cup packs. For more information please visit: www.justinsnutbutter.com.

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