



PRESS RELEASE
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Justin's Launches New Line of Chocolate Nut Butters

Boulder, Colorado-based Natural Foods Company Introduces Chocolate Hazelnut, Chocolate Almond and Chocolate Peanut to Rival Leading European and US Brands

Boulder, CO – June 23, 2009 – Justin's, an innovative pioneer in the all-natural and organic nut butter industry announced today it is launching three new flavors on June 28th, 2009 at Fancy Foods East in New York City. The new flavors will include: Organic Chocolate Peanut, All-Natural Chocolate Almond and All-Natural Chocolate Hazelnut.

These delicious new flavors will be available in all three sizes: the 100-calorie .6oz portion-control squeeze pack, the 1.15oz full-serving squeeze pack and the 16oz jar.



"If you were addicted to our products before, you're in serious trouble now," says Justin Gold, founder and CEO of Justin's. "These are our most exciting and flavorful products to date. Our customers are getting what they've demanded with the release of these new flavors as the first 'healthy yet indulgent' premium chocolate spreads on the market."

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

Experience these new flavors and visit founder, Justin Gold, at the Fancy Foods Show between June 28-30, in the Justin's booth #1368 at the Jacob Javitz Center in New York City.

About Justin's:

Justin's Nut Butter is the premier nut butter company on the planet manufacturing organic and natural nut butters using a small batch, proprietary grinding process. Justin's Nut Butter began in 2002 as Justin Gold, using a food processor in his home kitchen, began selling his home-made 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 nine delicious flavors: Chocolate Almond, Maple Almond, Honey Almond, Classic Almond, Chocolate Peanut, Honey Peanut, Cinnamon Peanut and Classic Peanut and Chocolate Hazelnut. For more information please visit: www.justinsnutbutter.com.