



For Immediate Release

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Justin's Carried at SuperTarget Stores Nationwide

Premium Colorado-based natural foods company now available to SuperTarget guests across the country.

BOULDER, Colo. (June 30, 2010) - [Justin's](#), an innovative pioneer in the all-natural and organic nut butter industry, announced today that it is now available on the shelves of 350 [SuperTarget](#) stores in the United States. Minneapolis-based Target Corporation is a leading retailer in philanthropy and sustainability and serves guests at 1,740 stores in 49 states nationwide.

"We're honored to be the only new brand chosen in our category at SuperTarget in 2010," says Lance Gentry, President and Head of Sales at Justin's. "Being accepted by Target speaks volumes to the recent demand for Justin's and this level of national brand penetration gives us the opportunity to reach far beyond our existing customer base. We're excited to be one of the many healthy food options SuperTarget stores currently carry for their guests."

Justin's All-Natural Almond Butter in 16oz jars sells for \$9.99 at SuperTarget and the individual 1.15oz squeeze packs sell for \$0.99. Justin's is also available at Target PFresh Store locations which are expanding nationally.

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 2004 as Justin Gold, using a food processor in his home kitchen, began selling his homemade nut butters to natural food stores in Boulder, Colo. Today, Justin's is available nationally at fine retailers including: Whole Foods Markets, Safeway, Jewel-Osco, King Soopers, HEB, JetBlue, REI and many more. Justin's is available in 16oz jars, 1.15oz squeeze packs and .5oz 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.

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