



For Immediate Release
Lauren Lortie, 303.449.9559, lauren@justinsnutbutter.com

Justin's NEW Chocolate Flavors Selected For National Distribution at Whole Foods Market

*Colorado-based natural foods company rolls out its new Chocolate Hazelnut, Chocolate Almond and Chocolate Peanut Butter flavors at Whole Foods Market stores nationwide**

BOULDER, Colo. (August 18, 2010) - [Justin's](http://www.justinsnutbutter.com), a pioneer in the organic and all-natural nut butter category, announced today a national distribution agreement with Whole Foods Market for its new line of all-natural chocolate flavors. Whole Foods Market now carries Justin's Chocolate Hazelnut Butter, Chocolate Almond Butter and Chocolate Peanut Butter in both 16-ounce jars and 1.15-ounce squeeze packs.

"We are honored that Whole Foods Market has chosen our new chocolate flavors to expand its fine selection of organic and all-natural nut butters, nationally," says founder and CEO, Justin Gold. "Our customers are getting what they've asked for with the release of these new flavors as the first healthy and premium chocolate nut butter spreads on the market."

Justin's decision to innovate the chocolate hazelnut, almond and peanut butter categories was based on consumer demand for a healthier alternative to the existing sugar-laden products currently on the market. Other brands have more sugar content than *cake frosting* and contain a maximum of 15% nuts. Per serving, Justin's products deliver over 70% nuts and contain 60% less sugar than the leading competitor.

*Excludes Whole Foods Market Southern Pacific locations



About Justin's:

Justin's is the premier nut butter company on the planet, manufacturing organic and all-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 Market, Safeway, Kroger, SuperTarget, Wegman's, Jewel-Osco, HEB, Sprouts, JetBlue, REI and many more. Justin's is 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. For more information please visit: www.justinsnutbutter.com.

###