



For Immediate Release

Lauren Lortie, 303.449.9559, lauren@justinsnutbutter.com

Justin's Hosts Squeeze Pack Summit as a Call to Action for Sustainable Packaging

October 6-7th, Justin's and other local partners invite industry leaders to Boulder to find an alternative to current single-serve packaging

BOULDER, Colo. (October 5th, 2010) - [Justin's](#), a pioneer in the organic and all-natural nut butter category, announced today that they will host the first sustainable squeeze pack packaging conference on October 6th and 7th in Boulder, Colo.

"The implementation of the single-serve squeeze pack has been one of the contributing factors to our company's success," says founder and CEO, Justin Gold. "As my company grows, we will either substantially add to the environmental problem or become part of the solution."

In partnership with Alex Bogusky of Fearless Cottage and Boulder Digital Works, Justin's is welcoming retailers, manufacturers and packaging experts who will join together to discuss the current state of the sustainable single-serve packaging industry. The goal of the summit is to create a roadmap for implementing new technologies that may not be feasible due to price.

"Our hope is for manufacturers to return from this summit and call their suppliers demanding a bio-based structure," says Gold. "If this type of demand can be created, driving innovation into the industry and lowering costs, then we will have achieved our goals."

Over 33 billion single-serve packs are thrown into landfills each year, one-third of which stem from a single brand of ketchup. The half-life of this type of petroleum-based packaging exceeds 1,000 years in the landfill. Thus, in an average person's lifetime, 2.6 trillion packs will accumulate in a landfill that will stay there for thousands of years.

More than 20 different companies will be attending the two-day summit. Day one will take place at Fearless Cottage to establish next steps, and day two will be hosted by Boulder Digital Works with presentations by industry leaders. Attendees include: Justin's, Nestlé, WhiteWave, GU Energy, NatureWorks LLC, Whole Foods Market, Kroger/King Soopers/City Market, Natural Capitalism, Innovia, Artisana, Plum Organics, Revolution Foods, Backpacker's Pantry, Flextec Corporation, C-P Flex Pack, Excellent Packaging, Packaging Solutions, Nutraceutical, Madhava Honey, Sun Cups, Eco-Cycle, Label Technology, Fresca Foods.

Additionally, Boulder Digital Works, with creative direction by Alex Bogusky, has built a large-scale online consumer awareness platform that will be unveiled at the summit. The goal of this platform is to launch an aggressive dialog about this issue within the digital world, in hopes of driving manufacturers toward squeeze pack innovation faster as a result of consumer pressure.

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 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.

###