



For Immediate Release

Contact: Heather Willison, 303.517.2272, heather@snap-pr.com, or Lauren Lortie, 720.266.7466, lauren@justinsnutbutter.com

---

## **Justin's presents new branding and chocolate flavors at 2010 Natural Products Expo West in Anaheim, Calif., Mar. 12-14, 2010**

*Buyers and retailers receive first look at Justin's premium branding and Chocolate Nut Butter Innovation at booth #4480*

BOULDER, Colo. (Mar. 8, 2010) — Justin's, a leader in the all-natural nut butter industry, will present its new and improved branding at Natural Products Expo West in Anaheim, Calif., Mar. 12 - 14, 2010, at booth #4480. The new design highlights Justin's core values of combining the best organic and natural ingredients to provide premium nut butters in palate pleasing flavors. Also at the Natural Products Expo West, Justin's will share the latest flavors including: Chocolate Peanut Butter, Chocolate Almond Butter and Chocolate Hazelnut Butter.

"We are thrilled to introduce our new branding at Expo West - the new look gives us a fresh approach to the market," said Justin Gold, founder and CEO of Justin's. "We hope to appeal to a broader demographic, from natural health-focused consumers to those that simply love nut butter. As always, we want to convey to them that we are dedicated to creating the finest nut butters using the highest quality ingredients. In addition, we are very excited to showcase our new chocolate line at Expo West, which combines cocoa with our smooth, all-natural nut butters. Our chocolate nut butters are the perfect healthy sweet treat."

All three new flavors will be available soon in the 1.15-ounce single-serve squeeze pack and the 16-ounce jar at Whole Foods Market and natural grocers nationwide.

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

Justin's invites you to preview the new branding, taste the new nut butters and meet founder, Justin Gold, at Natural Products Expo West at the Anaheim Convention Center, booth #4480.

For more information, product photos or an advance interview with Justin Gold, please contact Heather Willison: heather@snap-pr.com or 303.517.2272.

### ***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 2002 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, 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 .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](http://www.justinsnutbutter.com).

###