



For Immediate Release

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Justin's Partners with Whole Foods Market to Support Non-Profit Food Bank - Conscious Alliance

Colorado-based natural foods company commits to donating \$1 for every jar sold this holiday season at Whole Foods Market to help impoverished Native American communities throughout the United States

BOULDER, Colo. (December 1, 2010) – [Justin's](#), a pioneer in the organic and all-natural nut butter category, announced today that during the month of December, it will be donating \$1 of every jar sold in [Whole Foods Market](#) stores nationwide to [Conscious Alliance](#). Conscious Alliance is a non-profit organization focused on the distribution of food and resources to communities in need, primarily to the poorest Native American reservations in the country. Since its inception in 2002, Conscious Alliance has successfully collected and distributed over 1 million pounds of non-perishable food donations to food pantries and impoverished Native American communities across the United States.

"We are grateful to Whole Foods Market for supporting this initiative. Pine Ridge reservation is only 400 miles from the Justin's offices and our recent visit to Pine Ridge has permanently changed my life," said founder and CEO, Justin Gold. "This is a great opportunity to create awareness of the humanitarian issues on these reservations and get others involved in supporting communities that experience the most dire of circumstances in North America."

Pine Ridge Indian Reservation is the poorest community in the U.S. Located in central South Dakota, Pine Ridge has over 85 percent unemployment, teen suicide rates are 150 percent higher than the national average, 30 percent of homes do not have running water, electricity or adequate insulation, high school dropout rates are 70 percent, and average life expectancy is 48 years old. Most importantly, children go hungry once per week (on average).

To date, Justin's has donated thousands of pounds of nut butter, cash and employee time to help Pine Ridge reservation.

"Many people don't realize the extreme levels of poverty in communities so geographically close to our own," says Errol Schweizer, Senior Global Grocery Coordinator for Whole Foods Market. "We are thrilled to work with both Justin's and Conscious Alliance to spread awareness to our shoppers and to our Team Members."

Whole Foods Market deeply values supporting the community and the environment both locally and globally and sees Conscious Alliance as a great way to support the company's vision. To date, Whole Foods Market has donated more than 500,000 pounds of food to Conscious Alliance, has provided nearly 8,000 full holiday meals to four Indian reservations. Whole Foods Market also donated all of the food to set a Guinness World Record for the 'Largest Can Food Sculpture' to raise awareness for the Conscious Alliance cause.

About Justin's:

Justin's, a pioneer in the natural food industry, produces organic and all-natural nut butter spreads and peanut butter cups. Justin's was founded in 2004 as owner Justin Gold began making homemade nut butters using a food processor in his home kitchen. Today, Justin's is available nationwide at Whole Foods Market. Justin's are available in 16-ounce jars, 1.15-ounce squeeze packs in eight delicious flavors: Chocolate Almond, Maple Almond, Honey Almond, Classic Almond, Chocolate Peanut, Honey Peanut, Classic Peanut and Chocolate Hazelnut. Justin's Peanut Butter Cups are available in dark chocolate and milk chocolate 1.4oz, two-cup packs. For more information please visit: www.justinsnutter.com

About Conscious Alliance:

Conscious Alliance is a 501(c)3 nonprofit organization committed to the redistribution of much needed food to the impoverished communities of the United States. Conscious Alliance operates an ongoing, national grassroots food collection and hunger awareness program. In short — they organize food drives at concerts and sporting events to collect food donations to benefit local food pantries and impoverished Indian reservations throughout the U.S. For more information on the important work of Conscious Alliance, please visit www.ConsciousAlliance.org.

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