



## Justin's Fact Sheet

---

### OVERVIEW

Founded in 2004 by Justin Gold, Justin's makes naturally delicious, palate pleasing nut butters, nut butter snacks and organic peanut butter cups. All products are made with high-quality ingredients that deliver great taste, unique texture and convenient nutrition for all.

### MISSION

Driven by a passion for exceptional flavor, unique texture and quality ingredients; Justin's products are made with common sense: A sense that cooking in small batches ensures the highest quality. That selectively choosing fine, naturally delicious ingredients will make all products taste better. And that no matter what their size, companies should always be grateful to their customers, employees and community.

### PRODUCTS

Justin's offers exceptional, great tasting nut butters for all, available in 16 oz. jars and 1.15 oz. squeeze packs that provide on-the-go protein, convenience and portion controlled options.

Nut butter flavors include:

- Maple Almond Butter
- Classic Almond Butter
- Chocolate Hazelnut Butter
- Classic Peanut Butter
- Honey Peanut Butter
- Vanilla Almond Butter
- Honey Almond Butter

Perfect for dipping, scooping and devouring, Justin's now offers Snack Packs that come in four delicious nut butter and pretzel combinations and two mouth-watering peanut butter and banana chip match ups, all for just 180-210 calories per pack.

Snack Pack flavors include:

- Classic Almond Butter + Pretzels
- Maple Almond Butter + Pretzels
- Chocolate Hazelnut Butter + Pretzels
- Honey Almond Butter + Pretzels
- Classic Peanut Butter + Banana Chips

- Honey Peanut Butter + Banana Chips

For the confectionary enthusiast, Justin's makes USDA-certified organic peanut butter cups that are made with high-quality, Rainforest Alliance Certified cocoa and Justin's peanut butter in the following varieties:

- Dark Chocolate
- Milk Chocolate
- White Chocolate

For a sharable and portable experience, Justin's now makes Organic Mini Peanut Butter Cups, bite-sized versions of the already coveted two-pack peanut butter cups. Flavors include:

- Dark Chocolate
- Milk Chocolate

**AVAILABILITY**

Justin's products are available at national and regional retailers across the U.S., including Whole Foods, Ahold, Target, Kroger, Albertsons, Safeway, Publix, Sprouts, Wegmans, Harris Teeter, Hy-Vee, Giant Eagle Corp., Delhaize, Wakefern, H-E-B, Fresh Market, Fresh Thyme, Meijer, and online at [www.justins.com](http://www.justins.com).

**ONLINE**

[www.justins.com](http://www.justins.com)  
[www.facebook.com/JustinsNutButter](https://www.facebook.com/JustinsNutButter)  
[www.instagram.com/justins](https://www.instagram.com/justins)  
[www.twitter.com/justins](https://www.twitter.com/justins)

**EXECUTIVES**

Justin Gold, Founder

**LOCATION**

Boulder, CO

**MEDIA CONTACT**

Jamie Boselli, Havas Formula, [Boselli@havasformula.com](mailto:Boselli@havasformula.com) (212) 219-0321

###