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 by selectively choosing fine, naturally delicious and mindfully-sourced ingredients. Justin's is not only dedicated to providing superior products, but also actively engages in corporate social responsibility efforts, focusing on key brand passion points including pollinator preservation, hunger relief, entrepreneurship and supporting the natural products community. Justin's believes that no matter what their size, companies should always be grateful to their customers, employees and community.

NEW PRODUCTS In 2018, Justin's is expanding within its spreads and confections categories, to bring new innovation to the shelf! New products include:

Nut Butter:
- Classic Cashew Butter Jars and Squeeze Packs *April 2018*
- Maple Cashew Butter Jars and Squeeze Packs *April 2018*
- Cinnamon Almond Butter Jars and Squeeze Packs *April 2018*
- Classic Peanut Butter 28 Oz. Jar *March 2018*
- Honey Peanut Butter 28 Oz. Jar *March 2018*

Confections:
- Organic Dark Chocolate Almond Butter Cups *June 2018*
- Organic Dark Chocolate Cashew Butter Cups *June 2018*
- White Chocolate Mini Peanut Butter Cups *March 2018*

PRODUCTS Justin's offers exceptional, great tasting nut butters for all, available in 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
- Vanilla Almond Butter
- Honey Almond Butter
- Cinnamon Almond Butter *April 2018*
- Chocolate Hazelnut Butter
- Classic Peanut Butter *March 2018 28 oz. jar*
- Honey Peanut Butter *March 2018 28 oz. jar*

Brand new and coming to store shelves in spring 2018, Justin's will offer a NEW nut variety with a line of the first-ever natural, no-stir Cashew Butter in two delicious varieties:
- Classic Cashew Butter *April 2018*
- Maple Cashew Butter *April 2018*

Perfect for dipping, scooping and devouring, Justin's offers Snack Packs that come in delicious nut butter and pretzel combinations as well as a peanut butter and banana chip matchup, 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 Peanut Butter + Banana Chips

For the confectionary enthusiast, Justin's makes a delicious line of USDA-certified organic nut butter cups made with high-quality, Rainforest Alliance Certified cocoa and Justin's nut butter in both 2-cup packs and sharable, portable bags of mini cups in the following varieties:
- Dark Chocolate Peanut Butter Cups
- Dark Chocolate Mini Peanut Butter Cups
- Milk Chocolate Peanut Butter Cups
- Milk Chocolate Mini Peanut Butter Cups
- White Chocolate Peanut Butter Cups
- White Chocolate Mini Peanut Butter Cups *March 2018*

Coming to store shelves summer 2018, Justin's presents a new original following in the footsteps of its peanut butter counterpart, an exciting addition to the confection category with new varieties of Organic Nut Butter Cups:
- Organic Dark Chocolate Almond Butter Cups *June 2018*
- Organic Dark Chocolate Cashew Butter Cups *June 2018*

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.

ONLINE
www.justins.com
www.facebook.com/JustinsNutButter
www.instagram.com/justins
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EXECUTIVES   Justin Gold, Founder

LOCATION   Boulder, CO

MEDIA CONTACT   Havas Formula, justins@havasformula.com (212) 219-0321

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