

Justin's lands nearly \$1M in funding

Boulder nut butter company experiencing rapid growth, officials say

By Alicia Wallace

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BOULDER, Colo. — Boulder nut and peanut spread maker Justin's Nut Butter announced it raised \$935,000 through a friends and family investment round.

The money will be used to hire additional staff and bulk up the company's marketing and expansion efforts, said Lance Gentry, vice president of sales and marketing.

Since January, same-store sales of Justin's spreads and squeeze packs have grown about 300 percent, Gentry said, adding that revenue has tripled as well during that time.

The company's products are in more than 5,000 stores — 3,000 of which were added since January, he said. The nut butters are sold in retailers such as Safeway, King Soopers, Toys R Us and REI, among others, he said.

"It's overwhelming, but really exciting," Gentry said, adding that a lot of the company's growth is coming from the nut butter squeeze packs and from shoppers of conventional stores who are looking for more natural products.