



For Immediate Release

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VegNews Names Justin's Chocolate Hazelnut Butter Best New Product at 2010 Natural Products Expo West

BOULDER, Colo. (Mar. 17, 2010) — Justin's, a leader in the all-natural nut butter industry, was awarded Best New Vegetarian Product by VegNews Magazine at the 2010 Natural Products Expo West in Anaheim, Calif., last week. The award was determined by VegNews industry professionals, and recognizes Justin's Chocolate Hazelnut Butter for its palate pleasing taste and premium, all-natural ingredients that are vegetarian and vegan friendly.

“This award is incredible! We are thrilled to return to Boulder with the VegNews Best New Vegetarian Product award, and are extremely pleased that our Chocolate Hazelnut Butter satisfies vegetarians and non-vegetarians alike,” said Justin Gold, founder and CEO of Justin's. “As our chocolate nut butters offer a healthy sweet treat, we hope that our three delicious flavors, Chocolate Hazelnut, Chocolate Almond and Chocolate Peanut, will continue to impress.”

All three new flavors are available now at many Whole Foods Market locations in the 1.15-ounce single-serve squeeze pack and the 16-ounce jar and will be nationwide in all Whole Foods Market locations and other natural grocers this summer.

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.

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.

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