



JUSTIN'S NUT BUTTER

www.justinsnutbutter.com

SNAPSHOT: Justin's makes organic and natural nut butters available in convenient squeeze packs and 16-ounce jars.

LEADERSHIP: Justin Gold, a vegetarian, founded the Boulder-based company in 2002. Production began in 2005.

WORK FORCE: Beginning with one individual, the company now employs seven sales and marketing staffers and more than 20 at its co-pack manufacturing facility in Louisville.

MARKET NICHE: Justin's did not invent peanut/nut butter, nor did it invent the squeeze pack. But Justin's was the first company to put the two together and package organic peanut/nut butter in a squeeze pack. The company cites a proprietary and trade-secret grinding process for locking in fresh taste. Since operations began in 2005 Justin's has achieved triple-digit growth every year. The company has taken an unconventional approach to retail success. "We don't buy shelf space, we earn it," the company says. "Nor do we pay for advertising; we give away samples for people to taste and experience the difference."

SOLUTIONS: Initially no manufacturer was willing to undertake Justin's idea of packaging nut butter in squeeze packs, so the company did it itself. Budget restrained, the company found an older-model squeeze pack machine and spent a year of trial-and-error testing. The company continues to use inexpensive and nontraditional peanut/nut butter equipment in its manufacturing process.

Justin's
BOULDER, CO