

# Camera

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## The 'Boulder' cachet

When Justin Gold is asked about the Boulder cachet, the founder of the burgeoning nut spread company flashes a wide smile and pulls out his business card, which reads, "Justin's — Boulder, CO"

"Boulder plays a big part with our identity," he said.

Three years ago, Gold was trying to get his foot in the door and launch his Justin's Nut Butter spreads to a wider audience. He had cordoned off a 100-square-foot area in his warehouse office to serve as a practice area for his booth at the Natural Products Expo West trade show in Anaheim, Calif.

He knew that if he got people to try his nut butter spreads that they would be hooked, but he also knew he was onto something bigger: tiny squeeze packs of his spreads.

He held off on launching the packs at the 2006 expo, and decided to hone the idea by building up his relationships back in Boulder.

Now, those squeeze packs can be found in Starbucks. His spreads are available nationwide at Whole Foods and on airlines such as Delta. He dropped the "Nut Butter" from his company's name in anticipation of additional products in the future.

His company is close to launching a line of chocolate nut butters. And his warehouse space off 47th Street has been converted into a "bullpen" where employees and interns develop market strategies and get on the horn to retailers and businesses across the nation to tout the Justin's name.

Lance Gentry, Justin's vice president of sales and marketing, said the company is just a couple years away from being a \$20 million business.

"It's been like a total dream come true," Gold said.

And there's no doubt in Gold and Gentry's minds that Boulder and the opportunities awarded from places such as Naturally Boulder helped his business.

"I really feel like Boulder is this innovative hub," Gentry said. "I'd love to see a TechStars (startup bootcamp) for the natural foods industry."