



For Immediate Release

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## Justin's Expands Sales and Operations Teams

*Accomplished operations executive, Todd Powers, among others, brought on to manage Justin's growth*

BOULDER, Colo. (December 14, 2010) – [Justin's](#), a pioneer in the organic and all-natural nut butter category, announced today the hiring of Todd Powers as Operations Manager. Powers, with substantial operational experience will lead Justin's operations team, spearheading raw material procurement and operational optimization as well as co-packer and vendor management. Also recently recruited are Elizabeth Kennedy as Operations Coordinator and Walter Czapan as Sales Coordinator.

"Our growth in the past two years has been an incredible victory for Justin's and I have my team to thank for getting us there," said Justin Gold, CEO and founder of Justin's. "With these fantastic and highly disciplined new additions to our team, we're poised for even more success in 2011 and beyond."

Powers has worked extensively in the natural products industry managing operations, production and logistics. Kennedy and Czapan both moved up in the company through the Justin's intern program and are both graduates of the University of Colorado at Boulder.

### About Justin's:

Justin's, a pioneer in the natural food industry, produces organic and all-natural nut butter spreads and peanut butter cups. Justin's was founded in 2004 as owner Justin Gold began making homemade nut butters using a food processor in his home kitchen, and selling them at the Boulder Farmers Market. Today, Justin's is available internationally and across North America at fine retailers including: Whole Foods Market, Safeway, Kroger, Wegman's, Cost Plus World Market, SuperTarget, Jewel-Osco, HEB, Sprouts, JetBlue and many more. Justin's nut butters are available in 16-ounce jars, 1.15-ounce squeeze packs and .5-ounce squeeze packs in eight delicious flavors: Chocolate Almond, Maple Almond, Honey Almond, Classic Almond, Chocolate Peanut, Honey Peanut, Classic Peanut and Chocolate Hazelnut. Justin's Peanut Butter Cups are available in dark chocolate and milk chocolate 1.4oz, two-cup packs. For more information please visit: [www.justinsnutbutter.com](http://www.justinsnutbutter.com).

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