



NUTRITION And DIET NEWS *Online Newspaper*

“The Dark Chocolate Variety is World’s Only Vegan Peanut Butter Cup”

ANAHEIM, Calif., Mar. 15, 2011 /NewsRelease/ – In the over-\$5mm category, the Entrepreneurship Award was given to Boulder, Colorado’s Justin’s Nut Butter (www.justinsnutbutter.com). Justin’s markets a line of great tasting all-natural nut butters, including peanut, almond and hazelnut. Available also in 16oz jars, the company was the first to offer nut butter in a 1.15oz single-serve squeeze pack. This innovation allowed for the company to grow and brought more velocity to the nut butter shelf of computer had ever seen before. In October 2010, Justin’s expanded into confections by introducing its organic and fair trade Peanut Butter Cups both in milk and dark chocolate. The dark chocolate variety may be the world’s only vegan peanut butter cup. Justin’s received access to Affinova’s innovative optimization technology that may be utilized for anything from concept development, to package conceptualization, to advertisement messaging and design. Affinova is among the fastest growing marketing service companies in america, providing cutting-edge optimization technology for innovation and marketing for leading consumer packaged goods companies worldwide.

For the under-\$5mm category, the award was given to Good For You Girls (www.goodforyougirls.com), a New Hartford, Connecticut-based marketer of premium all-natural skin care products for young girls. Good For You Girls was the first company of its kind to offer the beauty beginner an all-natural and organic type of skin care products. The company’s goods are made with 100% Natural and Organic ingredients designed for the unique needs of young skin, and are sold nationwide through natural products retailers, including Whole-foods. As part of its award, Good For You Girls received a no cost one-year subscription to SPINS data. SPINS is the leading provider of syndicated consumer sales data for the natural grocery channel.

Sherbrooke Capital, a leading investor in companies that promote healthy, active and sustainable lifestyles, hosted its third annual Entrepreneurship Awards in Anaheim, California during the weekend of Natural Products Expo West, the world’s largest natural products trade show that drew nearly 60,000 attendees and more than 3,000 exhibitors. Awards received to companies that demonstrated excellence in innovation, either through product development, branding and positioning, or sales strategy. Awards were granted to companies in two categories: those below \$5mm in sales, and people with sales more than \$5mm.

About Sherbrooke: Based in Newton Lower Falls, Massachusetts, Sherbrooke provides growth capital to fast-growing and unique branded consumer products and service companies. Existing and former portfolio companies include FoodShouldTasteGood, Immaculate Baking, Ciao Bella, Adina For a lifetime, Izze and Oregon Chai. www.sherbrookecapital.com

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