



For Immediate Release
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Justin's Launches New Peanut Butter Cups with Whole Foods Market

Boulder-based natural foods company expands into confections with organic and fair-trade, dark and milk chocolate Peanut Butter Cups available exclusively at Whole Foods Market nationwide

BOULDER, Colo. (October 13th, 2010) - [Justin's](#), a pioneer in the organic and all-natural nut butter category, announced today the launch of organic and fair-trade, dark and milk chocolate Peanut Butter Cups. Justin's Peanut Butter Cups are currently available for ninety days exclusively to [Whole Foods Market](#) and will go into national distribution with other fine retailers in 2011.

"We are thrilled to introduce the world to our delicious Peanut Butter Cups with a partner like Whole Foods Market," says founder and CEO, Justin Gold. "Using the best tasting organic peanut butter in the world and placing it into the highest quality organic and fair-trade Belgian chocolate, we have created a better-for-you, delicious alternative to the everyday brand."

Justin's has recently experienced unprecedented growth for its category and will continue to expand its product line into delicious, high-quality products made in small batches to ensure quality and unmatched customer satisfaction.



Experience the entire Justin's line at [Expo East](#), October 14-16th in the [Chex Finer Foods](#) Booth #3305 at the Boston Convention Center in Boston, MA.

About Justin's:

Justin's, a premium natural foods company, produces organic and all-natural nut butter spreads and peanut butter cups. Justin's began in 2004 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, with the expansion of its delicious flavors and addition of peanut butter cups, Justin's is available nationally 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 varieties in 1.4oz, two-cup packs.

For more information please visit: www.justinsnutbutter.com.

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