



Justin's Fact Sheet

OVERVIEW Founded in 2004 by Justin Gold, Justin's makes naturally delicious, nut butters, plant-based snacks and organic nut butter cups. All products are made with high-quality ingredients that deliver great taste, unique texture and convenient nutrition.

MISSION Driven by a passion for exceptional flavor, unique texture and high-quality ingredients, Justin's products are made with mindfully-sourced ingredients. Justin's is not only dedicated to providing superior products, but also actively engages in corporate social responsibility efforts, focusing on sustainable packaging and ingredients, pollinator conservation, and hunger relief. Justin's believes that no matter what their size, companies should always be grateful to their customers, employees and community.

NEW PRODUCTS Brand new as of January 2020, Justin's Dark Chocolate Crispy Peanut Butter Cups join the brand's confection line. This crispy-creamy-crunchy treat is a new way for people to indulge with the addition of puffed quinoa. Why quinoa? It's a simple, yet innovative, twist that delivers the nostalgic crunch that consumers love, while taking Justin's Peanut Butter Cups to the next level.

In addition to this delightful sweet offering, Justin's is entering the refrigerated bar category with the introduction of a brand-new snack to its portfolio: Justin's Refrigerated Almond Butter Protein Bar. Made with Justin's one-of-a-kind almond butter, this snack is packed with 10g of plant-based protein and has 5-7g of protein per bar. These new bars are perfect for on-the-go or straight out of the fridge. Justin's Almond Butter Protein Bars are also Non-GMO Project Verified, gluten-free, soy-free, and dairy-free.

New Almond Butter Protein Bar varieties:

- Almond Butter Protein Bar
- Honey Almond Butter Protein Bar
- Chocolate Chip Almond Butter Protein Bar

PRODUCTS Justin's offers exceptional, great tasting nut butters for all, available in jars and 1.15 oz. squeeze packs that provide on-the-go protein, convenience

and portion-controlled options. Justin's also offers a variety of plant-based snacks, as well as USDA Certified Organic Nut Butter Cups in 2-packs and minis to satisfy all sweet snacking needs. Justin's is proud to share that as of 2020, their full product portfolio is Non-GMO Project Verified, including all new SKUs.

Spreads:

- Almond
 - Cinnamon Almond Butter
 - Classic Almond Butter
 - Coconut Almond Butter
 - Honey Almond Butter
 - Maple Almond Butter
 - Vanilla Almond Butter
- Cashew
 - Classic Cashew Butter
 - Maple Cashew Butter
- Hazelnut
 - Chocolate Hazelnut
- Peanut
 - Classic Peanut Butter
 - Honey Peanut Butter

Snacks:

- Covered Nuts
 - Organic Almond Butter Covered Almonds
 - Organic Cashew Butter Covered Cashews
 - Organic Maple Almond Butter Covered Almonds
 - Organic Maple Cashew Butter Covered Cashews
- Refrigerated Almond Butter Protein Bars
 - Almond Butter Protein Bar
 - Honey Almond Butter Protein Bar
 - Chocolate Chip Almond Butter Protein Bar

Confections:

- 2-Pack Nut Butter Cups
 - Organic Dark Chocolate Crispy Peanut Butter Cups with Quinoa
 - Organic Dark Chocolate Almond Butter Cups
 - Organic Dark Chocolate Cashew Butter Cups
 - Organic Dark Chocolate Peanut Butter Cups
 - Organic Milk Chocolate Peanut Butter Cups
 - Organic White Chocolate Peanut Butter Cups
- Mini Peanut Butter Cups
 - Organic Dark Chocolate Mini Peanut Butter Cups
 - Organic Milk Chocolate Mini Peanut Butter Cups

- Organic White Chocolate Mini Peanut Butter Cups

AVAILABILITY Justin's products are available at national and regional retailers across the U.S., including Whole Foods, Target, Kroger, Albertsons/Safeway, Publix, Sprouts, Wegmans, Harris Teeter, Hy-Vee, Giant Eagle, Ahold Delhaize, Wakefern, H-E-B, The Fresh Market, Fresh Thyme, Meijer, Raley's, Stater Bros. and online at www.justins.com and other online retailers.

ONLINE www.justins.com
www.facebook.com/JustinsNutButter
www.instagram.com/justins
www.twitter.com/justins

EXECUTIVES Justin Gold, Founder

LOCATION Boulder, CO

MEDIA CONTACT Havas Formula, justins@havasformula.com (212) 219-0321

#

¹According to IRI L52 ending 12.29.19, the average of the leading refrigerated bars contain 10g of sugar per 40g net weight. Justin's contains 6g of sugar per 40g net weight.