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**HOLY MOLE! NINE YEAR-OLD CHEF TAKES HOME A \$25,000 COLLEGE FUND AS
WINNER OF THE JIF® MOST CREATIVE SANDWICH CONTEST™**

*Jacob C. from Morganton, NC Impresses America with His Magnificent Mole Chicken Torta
Recipe*

ORRVILLE, Ohio (March 25, 2013) – **Jif®**, the number one choice of choosy moms, announced today that 9-year-old Jacob C. from Morganton, NC is the Grand Prize Winner of the 11th Annual [Jif Most Creative Sandwich Contest™](#) at an event in New York City. The aspiring chef received a \$25,000 college fund for his one-of-a-kind recipe, the [Magnificent Mole Chicken Torta](#), while four runners-up each received a \$2,500 college scholarship fund for their delicious sandwich recipes.

Jacob's award-winning recipe features [Jif Chocolate Flavored Hazelnut Spread](#) as the base for a delicious mole sauce for pulled rotisserie chicken, and topped with Monterey jack cheese, avocado, lettuce and tomato served on a bolillo roll.

"This has been such a positive experience for us from beginning to end," said Suzanne C., Jacob's mom. "It has not only created a college fund for Jacob, but has also created some memories for our family that we're never going to forget."

The [four runner-up recipes](#) paired either the peanutty taste of **Jif** Peanut Butter or the creamy, chocolaty flavor of **Jif** Hazelnut Spread with a unique mix of ingredients including pears, carrots, granola, bananas and bacon.

Runner-Up Recipes

- [Apple Fries Peanut Butter Surprise!](#): A flour tortilla filled with apple "fries," granola, mini chocolate chips and **Jif** Creamy Peanut Butter. (Julia T., 9 years old from Mission Viejo, CA)

- [*Banana Foster PB&B*](#): A sweet and savory sandwich layered with **Jif** Extra Crunchy Peanut Butter, crispy bacon and caramelized bananas on two thick slices of toast. (Matthew R., 10 years old from Edwardsville, IL)
- [*Banutter Cream Sandwich*](#): A creamy, cool treat that blends together frozen bananas, honey and **Jif** Creamy Peanut Butter, which is then frozen between two chocolate graham crackers. (Ansley P., 11 years old from Hoover, AL)
- [*Magnificent Mole Chicken Torta*](#): A bolillo roll sandwich that features **Jif** Chocolate Flavored Hazelnut Spread as the base for a mole sauce for pulled rotisserie chicken, and topped with Monterey jack cheese, avocado, lettuce and tomato. (Jacob C., 9 years old from Morganton, NC)
- [*Peanut Butter Pear-ot*](#): A flatbread wrap filled with a combination of **Jif** Natural Creamy Peanut Butter with pear, carrot, raisins and celery and coated with **Jif** Chocolate Flavored Hazelnut Spread and dry roasted peanuts. (Kathryn W., 7 years old from Branchville, NJ)

“Congratulations to Jacob and the runners-up for their imaginative and delicious recipes in the **Jif Most Creative Sandwich Contest**,” said Maribeth Badertscher, Vice President, Corporate Communications, The J.M. Smucker Company. “The talent and imagination displayed every year continues to amaze us and we are thrilled to receive so many entries that brought families in the kitchen to make memorable meals and moments together.”

About the Contest

From July 26 to October 11, 2012, hundreds of creative parent and kid teams from across the country submitted original sandwich recipes for a chance to win a college fund. Qualified recipes underwent an initial round of judging to determine 10 online finalists, who participated in an online vote. The top five event finalists were selected based on a combination of online votes and scores from the preliminary judging round. The event finalist with the highest total score from the first two rounds was declared the Grand Prize Winner announced at a special event held in New York City.

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About The J. M. Smucker Company

For more than 110 years, The J.M. Smucker Company has been committed to offering consumers quality products that bring families together to share memorable meals and moments. Today, Smucker is a leading marketer and manufacturer of fruit spreads, retail packaged coffee, peanut butter, shortening and oils, ice cream toppings, sweetened condensed milk, and health and natural foods beverages in North America. Its family of brands includes Smucker's[®], Folgers[®], Dunkin' Donuts[®], Jif[®], Crisco[®], Pillsbury[®], Eagle Brand[®], R.W. Knudsen Family[®], Hungry Jack[®], Café Bustelo[®], Café Pilon[®], White Lily[®] and Martha White[®] in the United States, along with Robin Hood[®], Five Roses[®], Carnation[®] and Bick's[®] in Canada. The Company remains rooted in the Basic Beliefs of Quality, People, Ethics, Growth and Independence established by its founder and namesake more than a century ago. For more information about the Company, visit www.smuckers.com.

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