



## SPREAD THE LOVE THIS FALL WITH HAZELNUT SPREAD TREATS FROM JIF®

**ORRVILLE, Ohio (October 22, 2012)** – Just as schedules fill with football games, apple picking and Halloween parties, the fall season gives us so many reasons to make delicious treats. Surprise and delight friends and family members with these fall baking ideas from the Jif® test kitchen, made with new Jif Hazelnut Spreads. The delicious, creamy chocolate and mocha cappuccino flavored hazelnut spreads make your favorite fall treats like apples, popcorn and candy even more delicious.

Here are a few more ways to give your favorite snack or dessert a hazelnut twist:

- **[Nutty Chocolate Candy Bars](#)**: Make your own candy treats for your favorite ghosts and goblins. Enjoy both sweet and salty without having to just choose one.
- **[Spiced Chocolate Candy Popcorn](#)**: Add a chocolate hazelnut twist to your next movie night. Try adding a little cinnamon, cayenne pepper and salt to spice it up.
- **[Chocolate Hazelnut Apple Rings](#)**: Here's another reason to go apple picking: try spreading Jif Chocolate Flavored Hazelnut Spread on sliced apple rings and top with granola.
- **[Brownie Cupcakes with Hazelnut Butter Cream](#)**: Score big with chocolate lovers at the next game day. This treat has three dessert favorites all in one bite—brownie, cupcake, and chocolate flavored hazelnut spread.
- **[Chocolate Hazelnut Sandwich Cookies](#)**: Take your cookies to a new level by spreading a layer of Jif Hazelnut Spread between them.

Jif Chocolate Flavored Hazelnut Spread and Jif Mocha Cappuccino Flavored Hazelnut Spread are both available where you buy groceries. For more information, tips and recipes, visit [www.jif.com/hazelnut](http://www.jif.com/hazelnut).

Join the Jif community on Facebook at [www.Facebook.com/Jif](http://www.Facebook.com/Jif).

**FOR MEDIA INQUIRES CONTACT:** Shae Sneed, [shae.sneed@cohnwolfe.com](mailto:shae.sneed@cohnwolfe.com), 212-798-9789

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<sup>®</sup>, Eagle Brand<sup>®</sup>, R.W. Knudsen Family<sup>®</sup>, Hungry Jack<sup>®</sup>, Café Bustelo<sup>®</sup>, Café Pilon<sup>®</sup>, White Lily<sup>®</sup> and Martha White<sup>®</sup> in the United States, along with Robin Hood<sup>®</sup>, Five Roses<sup>®</sup>, Carnation<sup>®</sup> and Bick's<sup>®</sup> 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](http://www.smuckers.com).

The J. M. Smucker Company is the owner of all trademarks, except for the following which are used under license: *Pillsbury*<sup>®</sup>, the Barrelhead logo and the Doughboy character are trademarks of The Pillsbury Company, LLC; *Carnation*<sup>®</sup> is a trademark of Société des Produits Nestlé S.A.; *Dunkin' Donuts*<sup>®</sup> is a registered trademark of DD IP Holder, LLC; and *Douwe Egberts*<sup>®</sup> and *Pickwick*<sup>®</sup> are registered trademarks of Sara Lee/DE B.V. *Borden*<sup>®</sup> and *Elsie* are also trademarks used under license.

**###**