



SAVOR SPRINGTIME WITH NEW HAZELNUT SPREAD RECIPES FROM JIF®

ORRVILLE, Ohio (March 20, 2013) – Spring is in the air and there are plenty of reasons to celebrate! **Jif®** is welcoming the first day of spring with easy and delicious new recipes fresh from the **Jif** Test Kitchen.

Whether you're hosting Easter brunch, planning a special treat for mom on Mother's Day or hosting a bridal shower, here are a few ways the delicious and creamy flavors of Chocolate and Mocha Cappuccino Hazelnut Spreads can sweeten each and every moment this spring:

- Set up a do-it-yourself yogurt bar at your Easter brunch so guests can top their favorite [yogurt](#) with unique ingredients such as **Jif** Chocolate Flavored Hazelnut Spread and a sprinkle of granola.
- Surprise mom on Mother's Day with a show-stopping dessert like these [Cappuccino Hazelnut Cheesecake Minis](#) nestled in colorful tissue paper and wrapped in a special gift box.
- Delight guests at your next bridal shower by pairing this easy and impressive [Decadent Chocolate Hazelnut Fruit Dip](#) with assorted fruit skewers, perfect for dipping!
- Spread the joy at your next birthday celebration by serving [Hazelnut Joy Ice Cream](#) in colorful bowls or mini ice cream cones for a festive treat. Make it even more delicious with a drizzle of **Jif** Hazelnut Spreads on top!
- Whip up a batch of these delicious [Mocha Cappuccino Butterscotch Biscotti](#) packaged in individual cellophane bags and tied with a colorful ribbon for your next bake sale or PTA meeting.

Jif Hazelnut Spreads are available in two flavor varieties: Chocolate and Mocha Cappuccino, both available where you buy groceries. For more information, tips and recipes, find **Jif** on Facebook (<http://www.facebook.com/Jif>), Twitter (<https://twitter.com/jif>), Pinterest (<http://pinterest.com/jifpeanutbutter/>) and Jif.com.

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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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