



## **JIF® BREAKS OUT OF ITS SHELL – AND GOES HAZELNUTS!**

*Brand Introduces Two New Hazelnut Spreads*

**ORRVILLE, Ohio (May 24, 2012)** – Jif®, the #1 peanut butter brand, is excited to introduce hazelnut spreads to the Jif family of products. Jif Hazelnut Spreads are everything you love about Jif now in delicious, creamy hazelnut spreads. Popular hazelnut flavor pairings of chocolate and coffee inspired these two new flavor varieties: **Jif Chocolate Flavored Hazelnut Spread** and **Jif Mocha Cappuccino Flavored Hazelnut Spread**, now available where you buy groceries. Both varieties offer a new way to spread the love and make anything and any moment just a little sweeter.

“As a brand with more than 50 years of peanut butter history, the new hazelnut spreads are a natural line extension for the #1 choice of choosy moms and dads,” said Maribeth Badertscher, Vice President, Corporate Communications, The J.M. Smucker Company. “Jif Hazelnut Spreads offer a delicious new way to make more memorable meals and moments.”

Jif Hazelnut Spreads can be enjoyed in a variety of delicious ways. Try these creamy spreads on a slice of whole wheat toast, with a favorite fruit or even by the spoonful for a sweet treat. They can also be used in a variety of recipes from breakfast to dessert like [Mocha Cappuccino Crepes](#) or [Chocolate Hazelnut Chip Cookies](#). Jif Hazelnut Spreads are a delicious addition that the whole family will love!

Here are a few new ways to give favorite snacks, desserts and beverages a hazelnut twist:

- **Breakfast:** Spread on top of toast, waffles or pancakes for a delicious way to start the day.
- **Hot and Cold Beverages:** Add to coffee, hot chocolate or a milk shake for a unique twist on a favorite beverage.
- **Snack:** Use in s’mores instead of chocolate bars for a tasty treat or simply enjoy with pretzels or graham crackers.
- **Dessert:** Use as an icing on your favorite brownies or drizzle over ice cream.

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For more information about **Jif** Chocolate and Mocha Cappuccino Flavored Hazelnut Spreads or for additional 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).

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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<sup>®</sup>, Folgers<sup>®</sup>, Dunkin' Donuts<sup>®</sup>, Jif<sup>®</sup>, Crisco<sup>®</sup>, 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).

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