



WOWBUTTER FOODS



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PRESS RELEASE

New Safe-for-School WOWBUTTER Label Prevents Peanut Allergy Problems

Ann Arbor, MI (1/10/15)— With the increasing number of schools now becoming *peanut-free* zones, WOWBUTTER FOODS has developed a new and very innovative school lunch identification labeling system for their all natural *peanut-free* WOWBUTTER spread. With its slogan 'Wow, Tastes Just Like Peanut Butter!', this new label has won glowing reviews from school teachers across the country for helping to prevent conflicts between school administrators, parents and school children in regards to the strict peanut policies required to keep children safe from accidental peanut exposure.

Every jar of WOWBUTTER has sixteen "Made with WOWBUTTER—100% Peanut/Nut free" peel-off stickers included for easy labeling of PEANUT FREE "PB&J" lunches to help identify WOWBUTTER from Peanut Butter. The new labeling system is part of a continuing effort by WOWBUTTER FOODS to help parents and children find healthy, peanut-free school lunch options while also aiding in the prevention of bullying and teasing that often occurs against kids with allergies who often have to eat their lunch in separate rooms.

WOWBUTTER FOODS understands the need for schools to diligently monitor and enforce a peanut-free environment. Scott Mahon, company president, said "We recognize the need for lunch identification and co-operation between parents and schools regarding the contents of school lunches and assurance that school peanut and nut free policies are followed to safeguard peanut-allergic children from exposure to peanuts." He added, "This label now allows all kids, whether allergic or not, to enjoy a product that truly tastes like peanut butter, while keeping everyone safe."

WOWBUTTER seems to be the perfect safe-for-school, peanut-free spread with taste, texture and nutrition *even better than peanut butter*. With its complete protein, Omega 3 oils, no added colors, flavors or preservatives, WOWBUTTER is fast becoming a new family food staple. WOWBUTTER is already available at every major natural and supermarket retailer in Canada and in much of the USA. WOWBUTTER FOODS is also helping schools inform and educate their school community by sending samples for students and their families. For more information about WOWBUTTER, the new label identification system or to request samples be sent to your school, please visit www.WOWBUTTER.com

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