



Plant and Head Office:
Staffa, Ontario, Canada
Website: wowbutter.com

WOWBUTTER FOODS



FOR IMMEDIATE RELEASE:

Safe-for-School WOWBUTTER Wins Prestigious Quality Foods Award

(Staffa, Ontario 11-Nov-13) WOWBUTTER FOODS announced today its WOWBUTTER safe-for-school peanut butter replacement has claimed the top award in the Spreads category in Great Britain's esteemed 34th annual Quality Food Awards(QFA) 2013 that celebrates the greatest innovative food and drink products from Britain and from around the world. WOWBUTTER can now display the coveted Quality Food Awards logo—one that provides immediate recognition the product is #1 in its class and has been thoroughly tested by a team of independent expert judges for taste, flavor, texture, aroma, ingredients list, innovation, packaging, presentation and price.

WOWBUTTER is an innovative peanut-free spread with the slogan "Tastes just like peanut butter". It was created with all natural and non gmo ingredients to solve the nutritional needs of families with peanut allergies, as well as to provide a 100% safe-for-school, great tasting peanut butter replacement solution for all students attending the ever-growing number of schools that have become peanut-free zones.

QFA organizer Helen Lyons comments, "It's a great honor to award those in the food and drink industry that make a difference in our everyday lives and 'compliment the chef' so to speak!" Scott Mahon, president of WOWBUTTER FOODS, added "We are very excited that our WOWBUTTER spread has been chosen to win this prestigious award, and has been recognized for the quality of our product and for our innovative label".

Safe-for-school Creamy and Crunchy WOWBUTTER is available in both food service and retail markets across North America. For more information about WOWBUTTER, or to request free mini samples for schools, groups and allergist offices, please visit www.wowbutter.com.

About WOWBUTTER FOODS

WOWBUTTER Foods is a small family business that produces products that are most needed and most beneficial to society, with the special mission of bridging the gap between the peanut allergic and non-allergic students in order to provide a healthier, safer, more united and happier school environment. WOWBUTTER manufactured in our own 100% nut and gluten free facility to provide superior quality products from "Field to Table". We work towards ensuring the future viability of our family farm and other local neighboring family farms.

PRESS/MEDIA :Visit www.WOWBUTTER.com and click "PRESS/MEDIA," for an electronic copy of this Press Release and WOWBUTTER photos.

Press contact: Scott Mahon; ph 519/345-0111 ext 9210; email: info@WOWBUTTER.com

www.wowbutter.com