

FOR IMMEDIATE RELEASE

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WOWBUTTER®

PREMIER'S AWARD FOR
AGRI-FOOD INNOVATION EXCELLENCE

Award Recipient



**NEW school lunch identification program wins
*PREMIER'S AWARD FOR AGRI-FOOD INNOVATION!***

In a continuing effort to help schools, parents and children find healthy and nutritious peanut free school lunch options, WOWBUTTER Foods has developed a new and very innovative school lunch identification labelling system for sending their PEANUT FREE WOWBUTTER spread to school. This NEW system which has just won a PREMIER'S AWARD FOR AGRI-FOOD INNOVATION has multiple "Made with WOWBUTTER" peel-off stickers included on every jar for easy accessibility for labelling lunches and easy identification by schools. This is a very significant step forward in helping school administrators, teachers, parents and kids maintain peanut free school lunches and it's just in time for the 'Back to School' season.



WOWBUTTER Foods understands the need for schools to diligently monitor and enforce peanut free school lunches. Scott Mahon, company president said, "Our company recognizes the need for lunch identification and co-operation between parents, caregivers and schools regarding the contents of school lunches and assurance that school peanut and nut free policies are followed, as well as safeguarding peanut allergic children from accidental exposure to peanuts." And he added, "It is why we spent the past 12 months developing this new label to facilitate the use of WOWBUTTER in the school lunch which has a taste, texture and nutrition just like peanut butter. It is an honour to receive this premier's innovation award and to be recognized by others for the ongoing work we are doing to bring about a safer, healthier, more united and happier school lunch environment."



WOWBUTTER is the perfect safe for school peanut free spread that has NO added colours, flavours or preservatives and is fast becoming a new food staple for many families across Canada. It is available at every major retailer in Canada and every jar purchased now has these new labels where the outer label peels off to reveal 16 bright yellow identification stickers underneath. It is now easy to identify WOWBUTTER in the school lunch, if it doesn't contain the "Made with WOWBUTTER" bright yellow sticker, then it's not WOWBUTTER! It's that simple!

WOWBUTTER Foods is even helping schools inform and educate their school community. They have already sent FREE samples and information to hundreds of schools where a sample and information sheet was then sent home with every student in the school. For more information about WOWBUTTER, the AWARD WINNING identification system or to request FREE samples be sent to your school, please visit www.WOWBUTTER.com

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