



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

HILTON SOY FOODS



Dennis Singsank
Senior Account Manager
Ph 734 741 8178/FAX 734 418 1046
email:dennis@WOWBUTTER.com
Ann Arbor, Michigan 48105

FOR IMMEDIATE RELEASE

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WOWBUTTER Giving Nutella a Run for its Money

(Ann Arbor, MI)---Could Nutella get a run for its money in the kids' breakfast and lunch market from a new, and amazingly delicious, safe-for-school sandwich spread called WOWBUTTER? Great taste is not WOWBUTTER's only strength though. When comparing the nutrition between Nutella and WOWBUTTER, nutrition-minded moms will see significant differences.

Per 2 tbsp svg, the all natural and 100 % peanut-free WOWBUTTER contains 7 grams of protein, 4 gr of fiber, a balanced blend of nutritional oils, including 1200 mg of OMEGA 3s and 4 gr of sugars. In comparison, Nutella has no Omega 3s, only 2 grams each of protein and fiber, but 20 grams of sugars.

WOWBUTTER is great on toast, on 'PB&J's, and with fruit and veggie slices—really in just about every way you or your children can enjoy a nutritious and tasty meal. With a delicate, lightly sweetened peanut buttery taste, kids love it—and so does the whole family! Scott Mahon, company president, feels strongly about the superiority of his product saying, "WOWBUTTER is clearly the better life choice in terms of its overall nutrition, low glycemic response, the energy it provides and offering complete safety to all kids—whether allergic to peanuts or not."

Mahon also commented, "Hundreds of testimonials tell us everyday our customers love WOWBUTTER far and above every peanut free spread ever tried—whether soynut, sunflower, pea or other butters. Our customers, kids and adults alike, just really love WOWBUTTER."

The company states its' creamy and crunchy WOWBUTTER is already in 6000 food stores in Canada and the US. They also say WOWBUTTER is the perfect peanut butter replacement for kids where peanut butter and peanut products have been banned from schools. Mahon also highlighted the visual impact of the product saying, "WOWBUTTER's colorful and attention-getting labels are emotionally motivating to make that most important 1st purchase. The great taste then gets the repeat sales."

The company is offering to send free mini samples and more information to interested retailers. Call or email Dennis@WOWBUTTER.com, Ph 734 741 8178. WOWBUTTER is currently available through UNFI and KEHE in the USA and UNFI and Horizon/PSC in Canada. More info at www.WOWBUTTER.com FREE MINI SAMPLER Self Demo Displays are also available for all stores.

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Press contact: Dennis Singsank email: Dennis@WOWBUTTER.com

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