



SunButter[®] Sunflower Butter Announces New Roasting Process

Ensures Fresh Roasted Flavor, Improved Product Consistency & Top 8 Allergen Free

Fargo, N.D. – February 4, 2016 - In January 2016, SunButter[®] LLC began dry roasting sunflower kernel on new top of the line roasting equipment. SunButter Sunflower Butter will now be produced in one continuous process from field to table that will ensure a fresh roasted flavor, improved product consistency and a finished product that is free from all of the top 8 food allergens. SunButter produced on the new equipment will arrive on store shelves in the spring of 2016, and the packages will carry a 'Now Soy Free' burst.

SunButter is the leading sunflower butter and alternative to peanut butter. It is enjoyed by people with peanut, tree nut, and other common food allergies, as well as those seeking a healthy alternative to peanut butter. Justin LaGosh, SunButter Director of Sales and Marketing said, "The new production process allows us to improve our fresh roasted flavor while also ensuring consistency in our texture and color in every batch. Because the new roasting equipment will be solely dedicated to SunButter, we can guarantee that SunButter is free from the top 8 food allergens, including soy, which is critical for families with food allergies and schools seeking a peanut free, school safe protein-rich menu option. SunButter is a solution to help schools become peanut aware and avoid serious allergic reactions in school."

The new roaster is part of an extensive quality commitment from SunButter. Bob Majkrzak, President of SunButter parent, Red River Commodities, elaborated, "We are committed to provide the best tasting, highest quality, and safest products. We supply premium sunflower planting seed to select local growers that only grow sunflowers for SunButter. We use a specialized sunflower hybrid seed, which delivers superior flavor, color, and texture when made into SunButter. Like all sunflower, this variety is non-GMO. When the seed is harvested, it is transported directly to our processing facility to ensure process control. The new inline roaster, dedicated solely to making SunButter, allows us to strengthen our pledge to our consumers."

The company advises consumers with food allergies to read labels carefully. SunButter has always been free from seven of the top 8 food allergens including peanut and tree nuts, but only product with new packaging is free from the top eight. All SunButter products are clearly labeled for common food allergens.

For more information visit www.SunButter.com.

Contact:

support@sunbutter.com

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