



## **Back-to-School with SunButter®**

### The Resources Schools & Parents Need

Fargo, North Dakota (July 21, 2016). SunButter Sunflower Butter has just produced and released a wide range of new resources and materials to support schools and parents during the important back to school period. SunButter is the leading, U.S. grown and produced, peanut free spread for both schools and consumers. The new resources have been designed to help schools that are introducing SunButter as an alternative to peanut butter, and to help parents who are searching for ‘school safe’ recipes and snacks that they can send to school with their kids.

According to our independent research, over 60% of schools restrict the use of peanuts or peanut butter and 14% completely ban peanut products<sup>1</sup>. Today there are about two kids in every classroom with a food allergy, with potentially life threatening peanut allergies being the most common in school aged kids. SunButter is currently used in over 12,000 schools in the U.S.. As the leader in schools, SunButter is committed to providing schools with all of the tools and resources they need to introduce SunButter in their schools, and to successfully menu it throughout the school year. For the upcoming school year, SunButter has the following resources for schools to use:

- **How To Introduce & Test SunButter Video** – A two minute video that details the best ways to introduce SunButter to a school’s students and parents.
- **Foodservice Recipe Book** – A free downloadable recipe book with over 20 recipes, serving suggestions, and menu ideas that are kid tested - updated in 2016 with several new recipes.
- **Posters** – Posters that can be downloaded and printed that introduce students to SunButter.
- **Stickers** – Stickers that can be used to show that recipes are made with SunButter and are peanut free and school safe.
- **Parent Flyer** – A downloadable flyer which schools can use to introduce parents to SunButter.
- **Farm To Table Video** – A two minute video showing how SunButter is made and reinforcing the product’s safety and manufacturing in a facility free from the top 8 food allergens.

All of the SunButter resources can be obtained on the brand’s foodservice website at [www.sunbutterfoodservice.com](http://www.sunbutterfoodservice.com).

It is not just schools that need support for going peanut free during the back-to-school time period. Parents are also looking for foods that their kids will love and are safe to bring to the large number of schools that restrict or prohibit peanuts. While SunButter and jelly sandwiches continue to be one of the leading ways to serve peanut free, school safe SunButter, parents are interested in learning new ways to use SunButter. The free, downloadable SunButter School Safe Recipe Book has recently been updated with several new recipes based on a consumer research study. All recipe books can be downloaded for free at SunButter’s website at [www.sunbutter.com/freerecipebook](http://www.sunbutter.com/freerecipebook).

When asked about their marketing and resource programs for schools and parents, Justin LaGosh, SunButter’s Director of Marketing and Sales, stated, “We are very proud to be the leading peanut free spread in both schools and American homes and it is very important to us that we make it easy for schools and families to adopt our products, and that we provide them delicious and appealing ways to use them. We work closely with schools to understand their needs and we’re committed to providing them the resources they require to successfully introduce and use SunButter in their schools. We’re also dedicated to being the leader in providing ‘school safe’ foods and recipes that parents can confidently send to school or any other out of home activity where peanut free is called for.”

### **About SunButter**

SunButter, produced by Red River Commodities in Fargo, ND since 2001, is the largest producer of sunflower butter in the world. SunButter is produced in a facility free from the top 8 food allergens. Learn more at [www.SunButter.com](http://www.SunButter.com) or call 1-800-437-5539.

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<sup>1</sup> “SunButter National Online Survey March, 2016”, The Zimmerman Group

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