



THE J.M. SMUCKER Co

NEWS RELEASE

Crisco(R) Shortening Products Reformulated to Contain Zero Grams Trans Fat Per Serving

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Reformulated Crisco Shortening Delivers Same Great Performance and Taste; Currently Available Nationwide
ORRVILLE, Ohio, Jan. 24 /PRNewswire-FirstCall/ -- The J. M. Smucker Company (NYSE: SJM) announced today it has reformulated the entire line of Crisco(R) shortening products to contain zero grams trans fat per serving while still delivering the same great performance and taste requirements consumers expect from Crisco. The reformulated Crisco shortening is already being shipped nationwide and makes Crisco the first national shortening brand to be completely reformulated to contain zero grams trans fat per serving.

The reformulation of Crisco shortening not only tastes, performs and measures just as it always has but it now contains zero grams trans fat per serving while maintaining 50 percent less saturated fat than butter. Traditional All-Vegetable and Butter Flavor Crisco shortening products in all sizes and packages are now also reformulated to be zero grams trans fat per serving.

"The reformulation of Crisco shortening reflects years of research to develop a zero grams trans fat per serving product that does not increase the level of saturated fats, while also ensuring it continues to deliver the performance excellence our consumers expect," said Maribeth Badertscher, spokesperson for Crisco. "Our extensive consumer testing demonstrates that our reformulated Crisco shortening delivers the same exceptional taste and performance that has helped perfect family recipes for generations."

Crisco oils and sprays have always contained zero grams trans fat, and with the introduction of the reformulated

Crisco shortening products, the entire Crisco product line will be zero grams trans fat per serving.

"Today, you can officially take Crisco shortening off the trans fat list," Badertscher added. "Now consumers can enjoy the taste and performance advantages of cooking and baking with Crisco shortening products with zero gram trans fat per serving."

About Crisco

Since its introduction in 1911, Crisco(R) has revolutionized the way food is prepared and the way it tastes. From being the first shortening product made entirely of vegetable oil to creating the first cooking oil that was promoted for its light taste, Crisco has been making life in the kitchen more delicious for years. More recent innovations include Canola, Corn, and Natural Blend oils; Crisco Sticks for baking ease; and alcohol-free No-Stick Cooking Sprays. For the many ways you cook today, Crisco helps to create memorable mealtime moments with your family. Crisco brings variety: from baking to deep-frying; from American to Asian; from simple salads to a complete home cooked dinner; from scratch baking to a convenient shortcut. Crisco is also a versatile ingredient that adapts to your cooking style. For more information about Crisco, visit www.crisco.com.

About The J. M. Smucker Company

The J. M. Smucker Company is the leading marketer and manufacturer of fruit spreads, peanut butter, shortening and oils, ice cream toppings and health and natural foods beverages in North America. Its family of brands includes Smucker's(R), Jif(R), Crisco(R), Pillsbury(R), R.W. Knudsen Family(R), Hungry Jack(R), White Lily(R) and Martha White(R) in the United States, along with Robin Hood(R) and Bick's(R) in Canada. The Company remains rooted in the Basic Beliefs of Quality, People, Ethics, Growth and Independence established by its founder and namesake more than a century ago. Since 1998, the Company has appeared on FORTUNE Magazine's annual listing of the 100 Best Companies to Work For in the United States, ranking number one in 2004. For more information about the company, visit www.smuckers.com.

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