



THE J.M. SMUCKER Co

NEWS RELEASE

## Jif(R) Moms Voice Their Choice

10/15/2007

Win a Trip to New York City and a Spot at the Judging Table at the 6th Annual Jif(R) Most Creative Peanut Butter Sandwich Contest(TM)

ORRVILLE, Ohio, Oct. 15 /PRNewswire/ -- Today, the makers of Jif(R) peanut butter announce the Jif Moms Voice their Choice Contest, a new, exciting feature to the long-standing Jif(R) Most Creative Peanut Butter Sandwich Contest(TM). Now, all peanut butter lovers (18+) have an opportunity to enter to win a trip to New York City to be a judge at the biggest Jif contest of the year. Now through February 1, 2008, adults can submit an essay, 250 words or less, answering either of the following questions: How do you (as a Mom) make the best choices for your family? Or if you are not a Mom, how have you observed a Mom making the best choices for her family? The author of the winning essay will win a trip to New York City to serve as a judge at the final Jif Most Creative Peanut Butter Sandwich Contest event in March 2008.

"As Jif is the number one choice of choosy moms, we are eager to learn about the other choices moms make for their family," says Maribeth Badertscher, Director, Corporate Communications, The J.M. Smucker Company.

The Jif Moms Voice their Choice Contest is open to all legal residents of the United States and District of Columbia that are 18 years of age or older at the time of entry. Immediate family members of Online Finalists in the Sixth Annual Jif Most Creative Peanut Butter Sandwich Contest will be disqualified. Essays must be submitted online at [www.jif.com](http://www.jif.com) by February 1, 2008. Essays will be judged on: connection with the theme/subject matter, creativity, originality and style/organization. For Official Rules and to enter, visit [www.jif.com](http://www.jif.com).

## Jif Most Creative Peanut Butter Sandwich Contest

Also don't forget the deadline for the Sixth Annual Jif Most Creative Peanut Butter Sandwich Contest is November 15, 2007. The Jif Most Creative Peanut Butter Sandwich Contest is intended to foster creativity and encourage parents and children to spend time together in the kitchen. The contest is open to children ages 6 to 12, and the grand prize is a \$25,000 scholarship fund with each of the four runners-up receiving a \$2,500 scholarship fund. When submitting your Jif Most Creative Peanut Butter Sandwich Contest entry, read the directions closely and remember these important points:

- All entries must contain 2 tablespoons of Jif peanut butter
- All entries must include a photograph of the sandwich
- All entries must list all ingredients in exact common U.S. household measurements and step-by-step instructions
- All entrants must be between ages 6 and 12 on November 15, 2007.

For more information and tips about Jif including, recipes, contests and promotions log on to [www.jif.com](http://www.jif.com). Also on the Web site, families can see never-before-seen footage of the 5th Annual Jif Most Creative Peanut Butter Sandwich Contest.

## 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, sweetened condensed milk and health and natural foods beverages in North America. Its family of brands includes Smucker's(R), Jif(R), Crisco(R), Pillsbury(R), Eagle Brand(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), Five Roses(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](http://www.smuckers.com).

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