THE J.M. SMUCKER Co

NEWS RELEASE

Peanut Butter Wrap Rolls Into First Place

4/6/2004

Jif (R) Announces Grand Prize Winner of Second Annual 'Jif's Most Creative Peanut Butter Sandwich Contest for Kids(TM)'

ORRVILLE, Ohio, April 6 /**PRNewswire-FirstCall**/ -- Jessica Delaney, a 12-year-old resident of Princeton, NJ, wowed the judges with her impressive "Peanutty Wrapple Rolls with Maple Dipping Sauce," taking top honors in the second annual "Jif's(R) Most Creative Peanut Butter Sandwich Contest for Kids(TM)." Her winning entry combined Jif peanut butter, rice crisp cereal and apple filling with a sprinkle of brown sugar, all wrapped up in a flour tortilla. Jessica added a gourmet flair by pairing the sandwich with an original maple-cinnamon dipping sauce.

(Photo: http://www.newscom.com/cgi-bin/prnh/20040406/NYTU029)

"We were excited to see that so many creative kids from every corner of the country entered this year's contest," said Brenda Dempsey, director of communications, The J. M. Smucker Company. "Not only did we receive more than three times the recipes as last year, but the level of ingenuity in these sandwiches was truly outstanding."

Jessica Delaney said that she came up with her sandwich recipe because she wanted to share one of her favorite combinations -- peanut butter and apples -- a nutritious treat in which she often indulges. She knew they tasted great together, and added the rice crisp cereal to give it just the right crunch. The brown sugar and maple-cinnamon dipping sauce were the finishing touches that gave her Peanutty Wrapple Rolls an added sweetness and creative twist. Jessica's mother, Devon Delaney loves that her daughter enjoys preparing her own snacks and meals and encourages all of her children to have fun and be creative in the kitchen.

"We wanted to challenge kids to come up with their most creative Jif-inspired fantasy sandwich. This year's entries came up with both sweet and savory combinations that we never would have thought of!" said Dempsey.

Four runner-up sandwiches included "Supreme Apple Surprise Stars," from Taylor F., that included Jif peanut butter, chopped green apples and pecans shaped with a star cookie cutter; "Better than Breakfast," entered by John F., was an Extra Crunchy Jif, maple syrup and bacon concoction on whole wheat toast; "S'More Jif Please," was Hunter G.'s scrumptious combination of his favorite s'mores toppings with Creamy Jif; and "Pecos Peanut Butter and Jelly," from Ryan T., combined Jif, jalapeno jelly and pecans, grilled to perfection. While these entries were made with creativity in mind, kids and adults looking for fun and healthier options can substitute any of the ingredients to make their own creative delight. Fruits and vegetables are a great way to decorate sandwiches, and using whole wheat bread can provide added nutrition.

Some of the more artistic entrants made faces, animals and even an American flag. Some kids stipulated "soft white bread," while others favored whole wheat bread, bagels, tortillas, and even French Toast and waffles.

As the Grand Prize Winner, Jessica Delaney will receive a $5,000 savings bond and Jif gift basket, while each runner-up will receive a $500 savings bond and a Jif gift basket. Recipes were judged on taste, ease of preparation, appearance, creativity and appropriate use of Jif peanut butter (at least two tablespoons).

The J. M. Smucker Company (www.smuckers.com) was founded in 1897 when the Company's namesake and founder sold his first product -- apple butter -- from the back of a horse-drawn wagon. Today, over a century later, the Company is the market leader in fruit spreads, peanut butter, shortening and oils, ice cream toppings, and health and natural foods beverages in North America under such icon brands as Smucker's(R), Jif and Crisco(R). For over 107 years, the Company has been headquartered in Orrville, Ohio, and has been family run for four generations. The J. M. Smucker Company was recognized as the top company in FORTUNE Magazine's 2003 annual survey of The 100 Best Companies to Work For and has ranked consistently in the top 25 companies each year since FORTUNE began the list in 1998. The J. M. Smucker Company has over 2,700 employees worldwide and distributes products in more than 45 countries.

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