

# Jif Introduces On-the-Go Snack Dippers

The J.M. Smucker Company

ORRVILLE, Ohio (PRNewswire) — The perfect portion of real Jif® peanut butter and crispy pretzels combine in new Jif To Go® Dippers, the convenient snack that is ready to go when you are. The Jif brand's first all-in-one portable snack is available in two varieties: Creamy Peanut Butter with Pretzels and Chocolate Silk Peanut Butter & Chocolate Flavored Spread with Pretzels. From soccer practice to weekend trips, Jif To Go Dippers provide a convenient and delicious snacking solution for a life on-the-go.

From August 20 through October 1, 2014, Jif To Go is celebrating life on-the-go by asking fans to share a picture of how they get going in the #GetGoing photo promotion. Fans can enter each week for a chance to win \$1,000 to use for their next adventure.

"We know that peanut butter fans are always looking for convenient snacking options, and Jif To Go Dippers are the perfect portable solution for busy families," said Maribeth Burns, Vice President, Corporate Communications, The J.M. Smucker Company. "We can't wait to see all the fun and memorable moments our fans create and share through their photos while they are on-the-go this summer."

Jif To Go Dippers are the latest addition to the brand's Jif To Go line of convenient snack solutions which currently includes four varieties of peanut butter packaged in portable 1.5oz cups – Creamy Peanut Butter, Chocolate Silk Peanut Butter & Chocolate Flavored Spread, Natural Creamy Peanut Butter Spread and Creamy Reduced Fat Peanut Butter Spread. Jif To Go Dippers are available at grocery stores nationwide with a suggested retail price of \$1.39 for an individual pack and \$3.79 for a 3-pack.

*For more product information and details on how to participate in the Jif To Go #GetGoing promotion, please visit <http://www.jif.com> [1] and check out Jif on [Instagram](#) [2], [Facebook](#) [3] and [Twitter](#) [4]. The #GetGoing photo promotion is open to legal residents of the 50 United States and D.C., 18 years of age and older. Void where prohibited. No purchase necessary. See Official Rules for complete details.*

### *About The J.M. Smucker Company*

*For more than 115 years, The J.M. Smucker Company has been committed to offering consumers quality products that bring families together to share memorable meals and moments. Today, Smucker is a leading marketer and manufacturer of fruit spreads, retail packaged coffee, peanut butter, shortening and oils, ice cream toppings, sweetened condensed milk, and natural foods products in North America. Its family of brands includes Smucker's®, Folgers®, Dunkin' Donuts®, Jif®, Crisco®, Pillsbury®, Eagle Brand®, R.W. Knudsen Family®, Hungry Jack®, Cafe*

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*Bustelo® , Cafe Pilon® , truRoots™ , White Lily® and Martha White® in the United States, along with Robin Hood® , Five Roses® , Carnation® and Bick's® 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. For more information about the Company, visit [www.jismucker.com](http://www.jismucker.com) [5].*

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