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Contact:

Dan Hofland
Vice President of Marketing
SunButter®
701-277-3524

Red River Commodities Introduces SunButter® Natural No-Stir Creamy Sunflower Butter – A New Convenient, Great Tasting, Peanut-Free Spread

Fargo, ND (February 9, 2011) – Red River Commodities introduces a new [SunButter®](#) product to their current line of peanut-free, tree-nut free, gluten-free sunflower butter spreads. [SunButter Natural No-Stir Creamy](#) is planned to be introduced nationally in February.

SunButter spreads are a delicious, healthy alternative to peanut butter and proven to be an excellent choice for people with peanut allergies. The distinctive robust sunflower flavor and creamy texture also makes SunButter ideal as a delicious change of pace for snacking and baking. It can be used in a wide range of recipes that call for peanut butter.

SunButter Natural No-Stir Creamy offers the same great flavor and superb nutritional value as SunButter Natural but with the added convenience of No-Stir. Like other natural nut or seed butters, current SunButter products separate, with the natural sunflower oil rising to the top. This requires consumers to stir the product before use, making it less convenient and potentially messy for kids. SunButter has developed a new proprietary formulation and manufacturing process that delivers a rich, creamy texture without having to stir. "The New No-Stir product has the same great taste as Natural Creamy, but is much easier to use. My kids can use it without my help and baking with SunButter is simpler than ever," states Donna Ranner, a devoted SunButter consumer for the past 5 years.

Health conscious consumers have also been tapping into the benefits of this protein-packed sunflower seed spread. One serving offers seven grams of protein, and SunButter has 1/3 less saturated fat, twice the fiber and more iron than the typical peanut butter. Sunflower seeds are also packed with vitamin E and more nutrients than any other nuts or seeds.

With the prevalence of peanut allergies and healthy eating initiatives on the rise, SunButter expects sales and distribution to continue to increase in 2011. When asked to comment on peanut allergies and the new No-Stir product, Vice President of Marketing,

Dan Hofland states, “We are not only seeing a rise in the incidence of peanut allergies, but also in the awareness of both parents and schools about the need to find effective solutions. I have long encouraged parents of children with peanut allergies to substitute SunButter for peanut butter. This allows their kids enjoy the same types of sandwiches, snacks and treats as other kids with a taste they love and nutrition thats superior to peanut butter. I’m particularly excited about the new No-Stir product, because it eliminates the barrier that some parents and kids have had using SunButter.”

In addition to simply replacing peanut butter in snacks and sandwiches, SunButter has a wide range of recipes and other uses. To get delicious and easy recipes and learn more about SunButter, go to www.SunButter.com.



Red River Commodities is a Fargo, ND based company that provides peanut-free, gluten-free and tree-nut free products to consumers. In 2003, Red River Commodities developed a peanut-free and tree-nut free substitute for peanut butter, which became known as SunButter. To learn more about SunButter, visit www.SunButter.com or call 1-800-437-5539.

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