

# SO JIFiNG GOOD, SO JIFiNG EASY.

65% of consumers report eating peanut butter with breakfast at home within the past few days<sup>1</sup>, compared to just 25% away from home.<sup>2</sup> Meet the unmet demand for peanut butter away from home with America's favorite brand<sup>3</sup>—Jif®!

**75%** of people think of  
**peanut butter**  
as a source of **meat-free protein**,  
and **61%** as a **healthy**  
source of fat.<sup>3</sup>

## People want peanut butter:

- Peanut butter **sales are growing consistently** away from home<sup>1</sup>
- 29% of people admit to bringing their own peanut butter when dining away from home!<sup>2</sup>



**67%** of consumers would  
pay **50¢ or more**  
for a side of **peanut butter.**<sup>2</sup>

## Peanut butter means profit potential:

- 49% would be more likely to order menu items that go with peanut butter if it were **Jif®** branded,<sup>2</sup> which could **increase check averages & profits.**



## Jif is America's favorite peanut butter:<sup>3</sup>

- Rated most desirable peanut butter brand away from home for quality, flavor and trust.<sup>4</sup>
- Sourced, transported and processed by JM Smucker—assuring quality and safety from peanut to butter to tabletop
- Kosher, gluten free, no trans-fats
- NSF Non-GMO True North\* portion control packs minimize allergen risk, simplify measuring and make to-go orders super easy
- Bulk varieties available for back-of-house applications
- Path to profit with a-la-carte and charged menu “side” offering



The first no-stir **NATURAL**  
**portion-control**  
**peanut butter** using RSPO  
Certified sustainable palm oil!

## Jif offers Natural!

- 84% seek more-natural, less-processed foods<sup>5</sup> all day long
- And 4 in 5 operators say that adding natural items has driven sales and traffic.<sup>6</sup>

## Most Recommended Jif Products for Away From Home

Item Code	Description	Case Pack
5150008058	Jif 18 g Natural Creamy Peanut Butter Portion Control Cup	18 g/120 ct
5150008051	Jif ¾ oz Creamy Peanut Butter Portion Control Cup	0.75 oz/200 ct
5150024331	Jif 4 lb Creamy Peanut Butter	4 lb/6 ct



Find more **Jif** varieties, sizes and ordering information at  
[www.SmuckerAwayFromHome.com/JifPortfolio](http://www.SmuckerAwayFromHome.com/JifPortfolio)



**Good memories  
in the making.™**

<sup>1</sup>NPD Supplytrack 12 months ending February 2019

<sup>2</sup>Datassential Tabletop Peanut Butter, July 2017

<sup>3</sup>IRI Total US MULO \$ Share of Peanut Butter, January 2019

<sup>4</sup>Datassential Tabletop Spreads, December 2019

<sup>5</sup>Mintel, “Free-From Food Trends,” June 2019

<sup>6</sup>Technomic, the Rising Power of Natural and Organic, January 2017

\*NSF International is an independent accredited organization. The NSF Non-GMO True North standard was created to assure the integrity of Non-GMO claims.