



News Release

Safe solution for peanut-free schools now available in 400 Ontario stores

Local soy food product a replacement for peanut butter

For immediate release

Guelph, September 7, 2010 – Just in time for back to school, a locally produced peanut butter replacement product ideal for peanut-free schools is now available across Ontario in approximately 400 grocery stores. SchoolSafe SoyButter is a peanut butter replacement that is a solution for parents trying to determine what to send to school with their kids this fall.

“SoyButter has the colour, taste, texture and smell of peanut butter,” says Jeff Schmalz, President of Soy 20/20. “It helps solve the problems parents have with school lunches at peanut-free schools – and it’s made from Ontario soybeans.”

Soy 20/20, an organization charged with developing market opportunities for the Ontario soybean industry, has been instrumental in helping Hilton Soy Foods, located near Stratford, expand the distribution of its SoyButter. Sold almost exclusively online a year ago, the product is now available in Ontario Walmart Supercentre, Metro, Sobeys, Loeb, and Independent Grocer stores.

“With more and more schools adopting peanut-free policies, this product provides parents an inexpensive but healthy protein source they can safely include in their child’s lunch,” says Scott Mahon, President of Hilton Soy Foods. “And because it is just like peanut butter, kids don’t feel like they’re missing out.”

In addition to being peanut-free, SchoolSafe SoyButter is also tree nut-free, gluten-free and dairy-free. The product, produced in Staffa, Ontario, uses all locally grown soy and has no colour or flavourings added.

Hilton Soy Foods was recognized with a regional Premier’s Award for Agri-Food Innovation Excellence in 2009 for their efforts in producing a food product that can help Canadians cope with life-threatening nut allergies. Visit www.soybutter.com to learn more.

Soy 20/20 brings together government, academic and industry partners to stimulate and seize new global bioscience opportunities for Canadian soybeans. Visit www.soy2020.ca to learn more.

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