

# THAT JIFING GOOD™

## GROW WITH GRAB AND GO

How do you satisfy the growing population of sustenance snackers? Embrace the versatility, portability and lovability of America's favorite peanut butter.<sup>1</sup> Jif® is the craveable plant protein they've loved for years. You'll find it goes with just about anything, and it goes fast.



### WHY GO WITH



#### BELOVED BRAND

It's the most preferred brand of peanut butter consumers would like to be served when eating away from home.<sup>2</sup>

#### PROTEIN POWER

Plant proteins are a major trend, and 29% of consumers are trying to increase consumption of nuts, nut butters and beans.<sup>3</sup>

#### FOR GO-GETTERS

In the past three months alone 63% of people have gotten grab-and-go items away from home.<sup>3</sup>

#### PERFECTLY PACKAGED

Portion-control packaging is the on-the-go preference because it's easier, more sanitary and just the right portion.<sup>2</sup>



# LITERALLY ANYTHING JIF'ING GOES

THAT  
JIF'ING  
GOOD™

Wherever they are, and whatever they're craving, satisfy on-the-go guests with a side that's both indulgent and protein-packed.



## PB COLD BREW OVERNIGHT OATS

Made with creamy peanut butter and cold brew coffee, topped with honey, fudge sauce, almond slivers, dried berries and whipped cream.



GO SNACK



DIPPABLE  
CHOCOLATE  
BROWNIES



BANANA  
NUT MUFFIN

GRAB & GO

HOT & READY



CHURROS



HONEY BAKED  
PRETZEL STICK



CINNAMON  
FRENCH  
TOAST STICKS

## BLACKBERRY BBQ QUESADILLA

Serve your pulled pork quesadilla with a simple blackberry barbecue sauce and a cup of creamy peanut butter for added flavor appeal.



## JALAPEÑO BURGER

Smooth over your smoky jalapeño cheddar burger with creamy peanut butter for a signature lunchtime offering guests will recommend.



GINGER SWEET  
POTATO FRIES



SPICY GRILLED  
CHICKEN  
SANDWICH



CARMELIZED  
BANANA CREPES

TAKEOUT

Item	Product Description	Case Pack
5150008051	Jif® 3/4 oz. Creamy Peanut Butter	200 ct. / .75 oz.
5150024114	Jif To Go® 1.5 oz. Creamy Peanut Butter	36 ct. / 1.5 oz.
5150008058	Jif® .64 oz. Natural Peanut Butter	120 ct. / .64 oz.



For full menu ideas and all kinds of support, contact your Smucker Away From Home Sales Representative or visit [www.SmuckerAwayFromHome.com/Campaigns/Go-With-Jif](http://www.SmuckerAwayFromHome.com/Campaigns/Go-With-Jif)

<sup>1</sup>RI Multi-Outlet Total US 52 Weeks Ending 1/1/23. | <sup>2</sup>Datassential, Smucker's Tabletop Consumer Study, August 2022. Online Survey of 2500 consumers. | <sup>3</sup>Datassential / IFMA, CPP Study, 2022.

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Away From Home