

Top Retailers Add Jamba(R) All Natural Smoothies From Inventure Foods Nasdaq: SNAK To Frozen Aisle

2010 AUG 23 - (NewsRx.com) -- Interest in the new Jamba® All Natural Smoothies from Inventure Foods, Inc. (NASDAQ:SNAK) continues to climb, as several of the nation's top grocery, club store and mass merchandise retailers, including Costco, Safeway, Walmart and Target Supercenters, add the "better for you" product to store shelves this month.

With these additions, the Jamba smoothie line is now available in more than 6,000 stores nationwide.

Jamba All Natural Smoothies are a result of a licensing agreement with Jamba Juice Company® announced in late 2009. The product is available in three of the leading smoothie retailer's most popular flavors, including Razzmatazz®, Mango-a-go-go® and Strawberries Wild®. The at-home line of smoothies contain real fruit, non-fat yogurt and the Company's signature antioxidant boost, which delivers 100% daily value of vitamin C.

Jamba All Natural Smoothies are simple to make; just add juice, blend and in less than a minute you have your favorite Jamba smoothie. Each 8-ounce package blends together with 8 ounces of apple juice to produce two, 8-ounce smoothies that are less than 120 calories each. Suggested retail pricing is \$2.99 per package.

"We're seeing great interest in the licensed smoothie line, due in part to the legendary Jamba brand and its status in the smoothie market," said Terry McDaniel, president & CEO of Inventure Foods, Inc. "However, retail buyers have been equally interested in the product profile; priorities include all-natural ingredients, an affordable price point, ready-to-blend convenience, lower calorie count and ultimately, great taste. The reception thus far has been remarkable."

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