

## INVENTURE FOODS LICENSED JAMBA® AT-HOME SMOOTHIES TO APPEAR ON FOOD NETWORK'S 'UNWRAPPED'



PHOENIX, June 23, 2011 – Inventure Foods, Inc. (NASDAQ: SNAK) licensed line of Jamba All Natural Smoothies kits will appear in primetime on Food Network's 'Unwrapped' on July 2, 2011 at 9:00 p.m. (EST). The Super Summer Snacks segment will feature Steve Sklar, senior vice president of Marketing at Inventure Foods, and Carol Chen, manager, Product Innovation at Jamba Juice.

In early 2010, Phoenix-based Inventure Foods launched the smoothie kit line under a licensing agreement with Jamba Juice Company (NASDAQ: JMBA), a leading healthy, active lifestyle brand. Several ready-to-blend versions of Jamba Juice favorites such as Razzmatazz®, Mango-a-Go-Go® and Strawberries Wild® were originally introduced and added to more than 7,000 retail store freezer cases nationwide.

New for summer 2011 is the perfectly tropical Caribbean Passion® at-home smoothie. The make-at-home Jamba All Natural Smoothies provide a full serving of fruit and 100% daily value of Vitamin C in each serving. The smoothie kits feature no artificial flavors, colors, or preservatives, no high-fructose corn syrup and 0g of trans fat. Each package blends easily with apple juice to make two delicious 8-ounce, 120-calorie smoothies and retail for \$2.99 – \$3.49 per package.

For more information about Jamba® All Natural Smoothies, please visit [www.athomesmoothies.com](http://www.athomesmoothies.com). For additional air times of the Unwrapped segment, visit [www.foodnetwork.com/unwrapped](http://www.foodnetwork.com/unwrapped).