

WOWBUTTER FOODS

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Re: Exemption Information for the Buy American Provision for the National School Lunch Act (NSLA) for the purchase of WOWBUTTER

If you are audited for the “Buy American” requirement you may need to submit an exemption request for WOWBUTTER to continue purchasing it. A simple letter stating that there are no other available peanut free spreads that are made in the USA with all of the required attributes of taste, texture, quality, safety, flexibility and acceptance by kids that would meet your needs.

There is no legal reason why an exemption request should be declined as there are allowed exemptions that School Food Authorities can use for the Buy American requirement of the NSLA with **only one** of the two conditions below needing to be met and you may use whichever one you prefer:

1. *The product is not produced or manufactured in the U.S., in sufficient and reasonable available quantities of a satisfactory quality*

WOWBUTTER is a far superior, **unique** and better quality product than any other peanut free spread available. Some of the key features, benefits and advantages are:

- It is the **only** peanut free spread with a **taste and texture just like peanut butter** that kids already know and love which **reduces “plate waste”** providing a far better cost benefit compared to all other peanut free spreads. Blind taste test comparisons have revealed that in most cases WOWBUTTER was chosen as the preferred spread by 100% of the kids.
- For the better health of kids, only 100% **ALL NATURAL NON-GMO** ingredients are used with absolutely **no hydrogenated oils and no oil separation** commonly found in most natural spreads.
- Packaged with high food safety standards in a 100% dedicated GFSI (BRC) certified facility. There is currently no other soy based spread produced in a dedicated facility with a GFSI certification.
- The only spread with the flexibility to credit as either a M/MA or a Vegetable (Legume).
- A unique and unmatched **multiple award winning** product being awarded:
 - **2016** – National Parenting Product Award, WOWBUTTER was recognized as the best tasting and superior high quality spread from an organization that is one of the longest running and most respected awards programs in the USA.
 - **2014** - Clean Choice Award in 2014, it was recognized as a spread with simple, wholesome ingredients without any added colors, flavors, preservatives or fillers.
 - **2013** - Quality Food Award in 2013, reviewed and presented by food experts and Chefs and was recognized as a leading top quality product in the spreads category.

2. *Competitive bids reveal the costs of a U.S., product is significantly higher than the foreign product*

There is **no specific price differential specified** to meet this requirement and is therefore open for interpretation by individual School Food Authorities. It can be easily justified that any price differential is significant even when small, if it means that even one more meal could be served with the savings. Even with WOWBUTTER being far superior in so many ways, the cost is typically as good as or better than any other peanut free spread. **More importantly with a proven far higher taste acceptability and less “plate waste”, WOWBUTTER is always the better economic choice when evaluating the true cost benefit compared to other peanut free spreads.**

School Food Authorities can feel confident that WOWBUTTER is always the best solution and that they are fully justified in choosing WOWBUTTER for any one of the reasons outlined above and can provide sufficient validation to support their decision to purchase WOWBUTTER.

Regards,

Scott Mahon, President



www.wowbutter.com