

# Smash Foods and Justin's Want 'No Crumbs Back' This Back-to-School Season

*The PB&J collaboration brings a modern, better-for-you take on the lunchbox staple to Whole Foods Market, Instacart and a national back-to-school giveaway*

BROOKLYN, NY, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Today, [Smash Foods](#) and [Justin's](#) are launching "No Crumbs Back," a new back-to-school campaign inspiring parents to pack lunches they feel good about and that kids actually want to finish. The partnership brings together

Smash Foods fruit spreads and protein bites and Justin's classic nut butters to celebrate a parenting win: a lunchbox that comes home empty. The brands are teaming up for a Whole Foods Market retail promotion, co-branded [Instacart](#) advertising, and a social giveaway using ingredients parents can feel good about packing.



The campaign launches as PB&J is having a cultural resurgence beyond the school cafeteria. Food & Wine recently dubbed it the "flavor of the summer," and the PB&J-potato-chip-sandwich trend is booming thanks to Julia Roberts' viral recipe. "No Crumbs Back" embraces the craze with all-natural, whole-food ingredients, like Smash Foods' Strawberry Superfood Fruit Spread, made with 95% fruit, sweetened with dates, and powered by chia, and Justin's Classic Peanut Butter, made with two ingredients and packed with 7g of protein per serving.

Smash Foods and Justin's products will appear together in co-display endcaps at Whole Foods Market, where Smash will be 25% off and Justin's will be 20% off. The partnership will also extend online through co-branded Instacart promotions, making it even easier for families to stock up on PB&J essentials during the back-to-school rush.

"We're on a mission to give parents that satisfying triumph of opening a lunchbox to find the main compartment completely empty," said Anna Peck, Co-Founder and CEO of Smash Foods. "Partnering with Justin's lets us celebrate the PB&J in all its nostalgic glory, while giving parents an easy lunch they can feel good about packing and kids genuinely want to smash."

"We know how much of a pain point it can be for parents to find real, but simple, lunch options they feel good about," said Nina Ungers, Director of Marketing at Justin's. "That's what this partnership with Smash solves! Proof that delicious and nutritious don't have to be a trade-off. Real ingredients, real flavor, nothing you have to decode on the label. Together, that's a lunch parents are proud to pack, and kids send back empty."

The campaign will also come to life through a VIP back-to-school mailer and social giveaway in partnership with Chomps and PlanetBox for everything parents need to build a kid-approved lunch, with a few extras to smash back-to-school hunger. The kit includes Smash Foods Strawberry Superfood Fruit Spread and Sunflower Butter + Strawberry Protein Bites, Justin's Classic Peanut Butter and Almond Butter Squeeze Packs, Chomps Original Beef Chomplings, and a PlanetBox Trailblazer Sandwich Box. Creators will invite their communities into the "Show Us Your No Crumbs Back" giveaway, selecting one winner to receive a school year's worth of Smash Foods Superfood Fruit Spread, Justin's Peanut Butter, and Chomps Original Beef Chomplings, plus a PlanetBox lunch box and bag. Open to U.S. residents 18+; closes August 26. Follow @eatasmashfoods for more information.

#### About Smash Foods

Smash Foods makes fruit spreads and snacks that stick-- with ingredients that do more for you, like dates, chia, and hearty seed and nut butters. Founded in Brooklyn in 2019 by Anna Peck and Steve Ford, the brand was born from a simple question: why should jam have to be 55% sugar? Their answer is a signature Superfood Fruit Spread made with real fruit, sweetened by dates and powered by chia seeds. Built with simple, recognizable ingredients and nothing artificial, Smash Foods delivers a fruit-forward, feel-good alternative to a long-under-innovated category. Smash Foods has since expanded into a growing lineup of snacks, including nut and seed butter Protein Bites with a jammy filling. With real ingredients, radical simplicity, and flavors the whole family craves, Smash Foods proves that eating well doesn't have to feel like a compromise.

#### About Justin's

Justin's® started in 2004 in the home kitchen of Justin Gold, on a simple belief: the good stuff shouldn't ask you to compromise. Justin's makes naturally delicious nut butters, USDA-certified organic nut-butter cups and plant-based snacks with real, high-quality ingredients and protein that fit an on-the-go life. It's craveable and clean, so you can always say yes. For more information, visit justins.com.

Molly Dunn

Isetta

smash@isetta.co

---

This press release can be viewed online at: <https://www.einpresswire.com/article/934869497>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.