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JOHN B. SANFILIPPO & SON, INC. APPOINTS
Club Store Business Manager
Fisher Nut Parent Sees Potential Growth in Sales Channel

Elgin, IL. (October 2009) – John B. Sanfilippo & Son, Inc., (JBSS) www.jbssinc.com, is pleased to announce the appointment of Phil Gorski as the company's business manager focused on the growing club store channel. JBSS, owner of the Fisher brand, was founded in 1922 and is widely recognized as a leading processor, marketer and distributor of shelled and in-shell nuts and snacks. Gorski's appointment takes place immediately.

Gorski comes to JBSS from PepsiCo, where he was responsible for leading all Quaker - Tropicana - Gatorade product category initiatives at Costco stores. Prior to that, he was the director of sales for TimeWarner at BJ's Wholesale Club, the nation's third largest club store chain.

"The club store channel is clearly an area of growth for JBSS. We have tailored our product line in recent years to a demographic that wants high quality, convenience and value," said Ron Williamson, JBSS vice president of sales and marketing. "Hiring a proven veteran in this important channel underscores that commitment."

"Phil's success speaks for itself. We are confident he can build the Company's long-term club store business by maximizing distribution and merchandising opportunities. He knows the landscape very well," he added.

According to a 2008 Mediamark Research & Intelligence (MRI) report, the weakened economy has been a boon for club stores as budget-conscious shoppers look for bulk deals. In fact, said MRI, traffic at club stores grew faster than the U.S. population last year.

The number of people who shopped at club stores including Costco, B.J.'s and Sam's Club increased 3.6 percent from September 2006 to April 2008. According to MRI survey data, the number of club store shoppers with household incomes of \$75,000 annually grew nearly 12 percent over the same period.

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Club store shoppers are “quite upscale” MRI reports. “It’s now clear that a greater number of affluent consumers are being careful with their hard-earned dollars during this economic downturn,” said Anne Marie Kelly, MRI vice president of marketing and strategic planning. “Marketers may wish to take note that price-sensitive strategies and messages will increasingly resonate even with the well-heeled.”

Williamson said JBSS is primed to take advantage of that buying trend.. Gorski’s hiring, he added, will ensure that JBSS products have a high profile at club stores and will grab club store shoppers’ attention. “ A big part of Phil’s experience,” Williamson said, “is knowing how to differentiate product at warehouse stores.”

About John B. Sanfilippo & Son, Inc.:

John B. Sanfilippo & Son, Inc., founded in 1922, is a leading processor, marketer and distributor of shelled and in-shell nuts and extruded snacks that are sold in multiple distribution channels. Their products can be found under the company’s Fisher and Sunshine Country brand names and under a variety of private labels.

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