

Media Contact: Gigi Lubin  
P: 773-549-0000, x 102  
E: [gigi@newsmarkinc.com](mailto:gigi@newsmarkinc.com)

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**NEW FISHER FLAVORED ALMOND AND PECAN SNACK NUTS  
AND FISHER SNACK NATURALS OFFER HEALTHIER SNACK OPTIONS**

**Elk Grove Village, IL (February, 2007)** – Fisher Nuts is spicing the snack world up a notch with a new pick-me-up – a stimulating line of almonds and pecans coated with invigorating spices.

“Spices like cinnamon and ginger are known to create alertness and wakefulness,” explains Dr. Alan Hirsch, director of the Smell & Taste Treatment and Research Foundation. “They are naturally spicy and aromatic, drawing an obvious connection between taste and smell: The aroma is so good and nostalgic that it makes you want a taste,” he said.

The burst of flavor cinnamon provides, for instance, involves not only taste and smell, but also emotion, according to Dr. Hirsch.

“Cinnamon is one of the top choices of scent evoked nostalgia for childhood,” he added.

And a tempting complement to the natural crunchiness of nuts.

With six new flavors in all, Fisher flavored almonds and pecans offer a wide variety of new snack options. They include Honey Roasted Almonds, Orange Ginger Almonds, Honey Cinnamon Almonds, Cinnamon Pecans, Candied Pecans and Praline Pecans.

In addition to Fisher’s flavored nuts, the company is also introducing a line called Fisher Snack Naturals. Available in six-to-seven-ounce cans, Snack Naturals are a healthy snack alternative.

Fisher Nuts is a John B. Sanfilippo & Son, Inc. (JBSS) brand, a company leader both as a nut processor and marketer. Fisher Nuts are processed at JBSS’s Elk Grove Village facility which has the capacity to develop and introduce new products quickly.

“Because JBSS has plants around the country near growing fields and because we have specialized processing equipment that no other company has, we are able to respond quickly by introducing fresh, new, on-trend products,” said Julie Nargang, Director of Corporate Marketing, John B. Sanfilippo & Son, Inc.

Our research and development team interprets trends and tastes, which guides the development of new products and flavors, she said. “In addition, we have the capabilities to coat products in various ways which allow for development flexibility.”

Whether consumers are looking for a little energy or a great combination of sweet and salty snacks, Fisher snack almonds and pecans and Fisher Snack Naturals are sure to be a tasty boost.

Available in supermarkets nationally, Fisher snack almonds and pecans have a suggested retail price of around \$5 for a nine-to-ten-ounce can. Fisher Snack Naturals also have a suggested retail price of around \$5 for a six-to-seven-ounce can.

For more information about Fisher products or parent company John B. Sanfilippo & Son, Inc., visit [www.fishernuts.com](http://www.fishernuts.com).

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 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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