

Media Contact: Gigi Lubin
P: 773-549-0000, x 102
E: gigi@newsmarkinc.com

FOR IMMEDIATE RELEASE
5-07

**Fisher[®] Nuts - Official Sponsor of
43rd Pillsbury Bake-Off[®] Contest**

Elgin, IL (May, 2007) – Fisher[®] Nuts, a John B. Sanfilippo & Son, Inc. brand, is an official sponsor for the 43rd Pillsbury Bake-Off[®] Contest.

Both Fisher Nuts and the Pillsbury Bake-Off[®] Contest have rich histories.

Since 1949, the Pillsbury Bake-Off[®] Contest has recognized and rewarded creative home cooks across America.

Since 1920, Fisher[®] Nuts has prided itself in providing only the freshest and highest quality nuts.

A great option for home cooks are Fisher[®] Chef's Naturals[®] which provide easy and nutritious ways to add flavor and pizzazz to any dish. And the best part - with Fisher[®] Chef's Naturals[®], all the chopping, slivering, crushing and grounding is already done. All that's required is to open the bag and enjoy the fresh flavor, texture and excitement nuts bring to any recipe.

Fisher[®] Chef's Naturals[®] and Fisher[®] Nuts provide consumers with high quality, delicious and chef-ready nut products for cooking and baking. There are over 15 varieties of pecans, almonds, walnuts, nut toppings, raw peanuts, cashews, and pine nuts perfect for cooking and baking. In a nutshell, Fisher[®] Nuts makes baking with nuts simple, quick and delicious.

“We are excited to be a part of the 43rd Pillsbury Bake-Off[®] Contest and are looking forward to tasting the delicious recipes that contestants developed using Fisher Nuts,” said Julie Nargang, Director of Corporate Marketing, John B. Sanfilippo & Son, Inc.

All Pillsbury Bake-Off[®] Contest entries must be a newly created and original recipe of the contestant. One winner will be chosen in each of the five recipe categories, with recipes being judged on their taste, appearance, creativity and consumer appeal. One Grand Prize recipe winner will win cash and kitchen appliance prizes worth more than \$1,000,000.

For more information on Fisher[®] Nuts, please visit www.fishernuts.com, and for more information and contest rules for the Pillsbury Bake-Off[®] Contest, visit www.bakeoff.yahoo.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 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.

###