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New Holiday Snacks From Fisher Make the Season Bright

Elgin, IL (July 2007) – Fisher Nuts is making the holidays even more festive with four new snacks that are sure to please the young and old - and everybody in between.

Here's the new lineup that will tickle the tastebuds:

- Chocolate Almonds – Fisher's carefully selected, premium almonds are enrobed in a layer of rich chocolate, for a flavor combination second to none.

- Chocolate Peanuts – Peanut lovers of all ages will appreciate the venerable pairing of the “goober pea” and chocolate. Another favorite flavor combination with crunch and texture that is sure to please.

- Yogurt Raisins - Not so much a nut and chocolate fan? You're covered with new Fisher Yogurt Raisins, which offer a satisfying, chewy bite and the smoothness of yogurt.

- Snowman Mix – The name says it all. A perfect treat for those days that dip below freezing and the kids are out on the front lawn building Frosty from scratch. This enticing blend of chocolate chips, pretzels and mini marshmallows has it all – sweet, crunchy and chewy!

It is no secret that nuts have a better balance of good versus bad fat than many traditional snacks and include essential fatty acids that are good for cellular health. Nuts also are an excellent source of fiber and essential vitamins and minerals. And, they provide many of the same nutrients as meat and poultry, especially protein.

Nutrition experts recommend raisins and pretzels, too. Raisins are high in antioxidants, carbohydrates (an immediate source of energy), fiber and iron.

A one-ounce serving of pretzels has just 108 calories and 1 gram of fat, making them a reasonable choice for moderate snacking over the holidays, according to nutritiondata.com.

Of course, *everything* in moderation is key over the holidays and that's the best part. Fisher holiday snacks can easily answer that urge to splurge without the bloated feeling that comes from less satisfying snacks that tend to be eaten by the bagful.

“As part of our ongoing commitment to quality snacks, we are offering a fun, festive assortment that is perfect for holiday and family get-togethers, or as hostess gifts,” said Julie Nargang, Director of Corporate Marketing for Fisher Nuts. “We hope all our new holiday snack items will be enjoyed with friends and family. Together, they comprise some of the best loved flavor combinations.”

Fisher Chocolate Almonds come in a beautiful decorative box that makes gift giving easy. They're a great gift for that hard working holiday hostess. They retail for \$11.99. Fisher Chocolate Peanuts, Yogurt Raisins and Snowman Mix all retail for \$2.49.

When the weather turns cold, the snow starts to fall and the smoke curls from chimneys, it's time to share the comfort and pleasure of the holidays. Fisher Nuts' new line of snacks fit right in.

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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.

For more information about Fisher products visit www.fishernuts.com.