

Questions for Nuts/Trail Mixes -

1. What consumer trends are impacting the nuts and trail mixes categories? How are you targeting your product portfolio to meet changing consumer needs?

Answer: Consumers are continuing to look for healthier alternatives. Salads have always been seen as a healthy choice but consumers are looking for more flavor to complement lettuce and tomatoes. Research continues to show that people are eating smaller and lighter meals - more salads and snacks, but more of them throughout the day. This trend is viewed as healthier compared to three large, heavy meals during the day. Fisher Nuts believes that our products are on trend and that as snacking and changing meal occasions continue to grow, there will be a lot more visibility for the total product category. To help consumers with healthier choices that will help them create entirely new, fresh salads and choices, Fisher Nuts is introducing a line of Salad Toppings called Culinary Touch.

2. Please discuss any consumer research you can share.

Answer: Fisher Nuts consumer research shows that 41-percent of consumers use nuts as an ingredient in cooking. Fifty-two-percent use nuts in baking. Consumers have told Fisher that they like almonds and walnuts and the fruit that complements them such as cranberries and raisins. In fact, more than 25-percent of the finalists in this year's 43rd Pillsbury Bake-Off® contest used nuts in their recipes.

3. Please discuss any new products you've introduced over the last year.

Answer: Fisher Nuts is currently introducing the Culinary Touch line that includes three new sku's: Cranberry Almond Blend, Walnut Raisin Blend and Slivered Almonds.

4. How does convenience factor into the category?

Answer: Consumers are busier than ever, blending work and home life. They also spend a lot of time commuting and are looking for nutritious, healthier choices they can both enjoy at home and on the go. The new Fisher Culinary Touch mixes are great options to quickly add tantalizing taste combinations to salads. Each mix comes with a different salad recipe on the back of the bag.

5. How are health trends impacting the category?

Answer: Consumers are able to learn about health issues from a myriad of places around the clock. Health messages are part of everyone's daily lives, broadcast online, on TV, on the radio and in newspapers and magazines. The messages are varied and include tips on staying healthy, what to eat, what exercise to do, etc. Shows such as "The Biggest Loser" and "Celebrity Fit Club" are popular, offering additional inspirational messages about health and fitness. Consumers are internalizing this information to help them make healthier decisions in their own lives. This includes a healthier diet.

6. Do you expect sales to increase within the category? Why or why not?

Answer: The trend toward health conscious choices for snacking and cooking is strong. We anticipate that this awareness will continue to grow as consumers continue to learn more about the benefits of nuts. Fisher Nuts is offering options to consumers that make it easy for them to make healthier snack and ingredient decisions.

###