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Fisher® Enlivens Convenience Store Snacks With Delicious On-The-Go Offerings

Elgin, IL, -- Convenience store snack options will now include a wide assortment of delicious Fisher® Nuts products designed to please a range of tastes and provide a unique alternative to traditional snacks.

With this new line, Fisher has developed a full range of favorite flavors, including a peanut cornucopia: Roasted & Salted, Honey Roasted, Hot and Spicy, Sour Cream & Onion, Cajun Salsa and Sea Salt & Vinegar. Other snack favorites include: Dry Roast Pistachios, Roasted & Salted Almonds, Deluxe Whole Cashews, Cashew Halves & Pieces, Traditional Trail Mix, Deluxe Mixed Nuts, and an Energy Blend (cashew/almond/cranberry).

Most U.S. adults (82 percent) are aware that nuts are a good source of protein, and four in five (80 percent) choose snacks such as fruit and nuts to ensure they eat healthy, according to the results of a Fisher Nuts survey conducted with Harris Interactive.

The survey also found that U.S. adults enjoy a variety of flavors and textures when it comes to their snack foods. About four in five (79 percent) like their snack foods crunchy, while about half (52 percent) prefer chewy. Nearly two in three (64 percent) prefer sweet snacks, compared to about half (54 percent) who like their snack foods salty. In addition, 47 percent said they prefer spicy snacks.

Fisher captures that palette of flavors with its new single serve and convenience store snack line. Of course, 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. And studies have shown that snack nuts contain nutrients such as protein and minerals not found in potato or tortilla chips.

These nutrition facts will appeal to travelers looking to refuel with nutritious snacks without sacrificing flavor and texture. Fisher Nuts single serve and convenience store snack products will be available in April. Their packaging makes them ideal for placement at cash registers, checkout lane shelves and stand-alones near staples such as bottled water.

The tube and stand-up packages, which range from 1.5 to 2.5 ounces each, can easily slip into a purse, shirt or pants pocket when on-the-go consumers want a snack that's convenient, quick and delicious.

“The snack market is huge, and consumers tend to grab and go when they're on the road or between tasks,” says Julie Nargang, Director of Corporate Marketing - National Brands at John B. Sanfilippo & Son, Inc., owner of the Fisher brand. “With our new line of Fisher single serve and convenience store snacks, consumers can be assured of a wide range of textures and flavors plus good nutrition and substance when they're in a hurry and want something satisfying”.

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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.

About the Survey

Harris Interactive conducted the survey on behalf of John B. Sanfilippo & Sons, Inc. by telephone within the United States between July 7 and 10, 2006 among 1,122 adults (aged 18 and over). A full methodology is available – please contact Gigi Lubin.

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