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**FOR IMMEDIATE RELEASE**  
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**New Fisher Products Make Creative Cooking and Baking A Snap**  
*NEW Unique Product Category Adds A Special Touch To Wide Range of Foods*

**Elgin, IL** -- Consumers want to save time while meeting the demands of busy lifestyles, but hate to compromise on good food, quality ingredients and being able to add a personal touch to the meals they prepare.

Now they can have it all! Fisher Nuts proudly introduces a new product category - Culinary Touch Cooking and Baking Add-Ins and Toppings - a line of flavorful recipe enhancers that create meals that are limited only by the imagination of the cook. They can be added to batter, cookie dough, pastries, breads, muffins, pies, salads, pastas, stir-frys, vegetable side dishes and more, creating a chef-inspired finished product that looks and tastes like it was made from scratch.

Convenience is the key to this big idea from Fisher, “Our consumer research consistently tells us that consumers are always looking for ways to save time around the home, especially when it comes to cooking and baking,” says Julie Nargang, Director of Marketing – National Brands with John B. Sanfilippo & Son, Inc., owner of the Fisher brand, “Yet, consumers also want to serve wholesome, appealing food that can be savored and enjoyed. Our new products can simply be added to traditional meals to make them more interesting, or used to create meals that are more flavorful. The name says it all – Culinary Touch. With our new line of products, anyone can add a creative chef’s touch to every meal they make, be it breakfast dishes, appetizers lunch or dinner meals”.

The Culinary Touch Cooking and Baking Add-Ins and Toppings line includes five products that can be used in a variety of ways:

- **Pecan, Cranberry, Orange Blend** – Crunchy, toasted pecans are blended with sweet, ruby-red cranberries and flavorful orange zest. Perfect for adding a light and bright flavor to baked goods from cookies to breads.
- **Frosted Walnuts** – Fresh walnuts are deliciously frosted with a spicy-sweet coating, which makes them ideal for salads, pies and coffeecakes.
- **Toasted Pine Nuts** – Slow toasted to crisp perfection, our pine nuts add a hearty flavor and delicious crunch to pastas, salads, an array of authentic ethnic dishes and treats.
- **Walnut, Apple, Blueberry Blend** – Fresh walnuts blended with sweet blueberries and apples create an ideal flavor combination for cakes, muffins and strudels.
- **Toasted Cashews** – Slow-roasted and rich in flavor, cashews add a golden crunch and roasted flavor to stir-frys, salads and vegetables medleys.

According to Fisher research, close to half of all consumers already use nuts as an ingredient in cooking, and more than half use them in baking. More than half of those consumers use the Fisher brand in cooking and a whopping 64 percent use it in baking.

And, according to market analyst Mintel International, there is an increase in home baking driven by trends towards “indulgence, health, ‘premiumization’ and convenience.” Mintel adds that the emotional fulfillment derived from cooking at home “with and for others also has an important role to play.”

“Consumers want it all these days,” says Nargang, “Our new unique blends will let them cook and bake creatively, making delicious meals, without all the fuss of purchasing and preparing multiple ingredients. They are very easy to use”. Culinary Touch Cooking and Baking Add-Ins and Toppings come in 4-to-5-ounce resealable bags and carry a suggested retail price of \$3.99.

Here are some recipes that demonstrate the versatility of the Culinary Touch Cooking and Baking Add-Ins and Toppings.

### **RISE & SHINE OATMEAL MUFFINS**

1½ cups all-purpose flour

1 cup milk

¾ cup old-fashioned rolled oats	½ cup canola oil
½ cup granulated sugar	1 egg
1 tablespoon baking powder	1 teaspoon vanilla extract
1 cup <b>Fisher Pecan Cranberry Orange Peel</b>	Powdered sugar, optional

Preheat oven to 400°F. Line 12-cavity muffin pan with baking cups; set aside. In medium bowl, combine flour, oats, sugar, baking powder and pecan cranberry orange peel; mix well. In small bowl whisk together milk, oil, egg and vanilla extract. Stir milk mixture into flour mixture; mixing until just combined. Fill baking cups 2/3 full. Bake 15 to 18 minutes until toothpick inserted in center is clean when removed. Remove from oven; cool muffins in pan on cooling rack 5 to 8 minutes. Remove from pan; cool completely. If desired, sprinkle with powdered sugar. **Yield:** 12 muffins

*Nutrition information per serving (1 muffin): 270 Calories, 15 g Total Fat, 1.5 g Saturated Fat, 0 g Trans Fat, 15 mg Cholesterol, 135 mg Sodium, 31 g Carbohydrate, 2 g Dietary Fiber, 11 g Sugars, 4 g Protein*

### WALNUT & FRUIT SNACK CAKE

2 cups all-purpose flour	1 cup sour cream
1 teaspoon baking soda	<b>1 cup Fisher Walnut, Apple &amp; Blueberry Blend</b>
1 teaspoon baking powder	
½ teaspoon salt	<i>TOPPING:</i>
½ cup (1 stick) unsalted butter, softened	1/3 cup packed brown sugar
1 cup granulated sugar	¼ cup granulated sugar
2 eggs	1 teaspoon ground cinnamon
1 tablespoon vanilla extract	

Preheat oven to 350°F. Grease and flour 9 x 9-inch baking pan; set aside. In medium bowl combine flour, baking soda, powder and salt; mix well. In large bowl cream butter and sugar using an electric mixer. Add eggs and vanilla extract. Gradually add flour mixture to butter, mix while alternating with sour cream. For topping, combine sugars and cinnamon. Spread half of batter mixture into prepared baking pan. Sprinkle with half of topping; then walnut mixture. Carefully spread remaining batter over walnut mixture; sprinkle remaining topping over batter. Bake 30 minutes or until toothpick inserted in center is clean when removed. Remove from oven; cool. **Yield:** 12 servings

*Nutrition information per serving: 360 Calories, 17 g Total Fat, 8 g Saturated Fat, 0 g Trans Fat, 60 mg Cholesterol, 270 mg Sodium, 48 g Carbohydrate, 1 g Dietary Fiber, 30 g Sugars, 5 g Protein*

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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. Visit [www.fishernuts.com](http://www.fishernuts.com) for more information.