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New Fisher® Fusions® Snack Mixes
Feature Favorite American Flavors
Line Extension Includes a New Pick-Me-Up

Elgin, IL -- American snackers looking for the next flavor sensation to satisfy their never-ending cravings can thank Fisher® Nuts for three new mouth-watering Fusions® Snack Mixes.

Fusions Ice Cream Sundae Mix -- Fisher has made it easier than ever to enjoy an American icon, the Ice Cream Sundae. A blend of chocolate covered peanuts, pineapple, banana chips, coated marshmallows and strawberries, the Fusions Ice Cream Sundae Mix harkens back to an age of soda jerks and poodle skirts without the muss and the fuss or having to go to the ice cream shoppe.

Cinnamon Roll Fusions Mix -- Another American comfort food, the cinnamon roll, was the inspiration for a second new Fusions mix that combines cinnamon pecans, cinnamon yogurt covered raisins, yogurt covered raisins and cinnamon square cookies. Cinnamon lovers will bask in the bold flavor accented with the richness of pecans and the smoothness of yogurt. The Cinnamon Roll Fusions Mix is all anyone needs for a snack that recalls that wonderful aroma in the air and the sights and sounds of a neighborhood bakery.

Fusions Energy Blend -- A third new Fusions product, Energy Blend, targets the on-the-go consumer who wants a wholesome, healthy snack that provides the vigor to keep going. A combination of ruby-red cranberries, distinctive almonds and buttery

cashews, the Energy Blend is right for any time and any place, the perfect snack in a bag for Americans who want convenience and thrilling taste.

These three new blends add to the Fisher Fusions line of culturally-inspired, sometimes exotic combinations that already includes Asian Spice, Cheddar Crunch, Trail Blazer, Sweet Harvest and Tropical Twist. Each product features an innovative twist of flavors and textures.

“One of the appealing aspects of the Fisher Fusion Snack Mixes is the variety of textures and flavors,” says Julie Nargang –Director of Marketing – National Brands with John B. Sanfilippo & Son, Inc., owner of the Fisher brand. “Not only do they have a delicious and extraordinary combination of ingredients, but each handful tastes different because you never grab the same ingredients twice. It eliminates boring snacking and gives American consumers exactly what they crave: innovative new flavors and convenience.

The Fusions line is on trend with consumer taste. When asked to select all the flavors and textures they prefer in snack foods, about four in five Americans said they like their snacks crunchy. Half like chewy, two in three like sweet, about half like salty and 47 percent enjoy spicy. Fusions Snack Mixes satisfy all those cravings in one package. The survey was conducted for Fisher by Harris Interactive.

Not coincidentally, of course, every Fisher Fusions Snack Mix features nuts, the company’s mainstay and claim to fame, and dried fruit. According to the same Harris Interactive survey, most US adults (82 percent) know that nuts are a good source of protein, and four in five choose snacks such as fruit and nuts to help them maintain a healthier diet.

Nuts also are an excellent source of fiber, vitamins and minerals (thiamin, riboflavin, Vitamin E, calcium, phosphorous, potassium, folic acid and Omega-3 polyunsaturated fat). Ongoing studies have supported the health benefits of nuts, as well, finding that they can reduce the risk of developing type 2 diabetes and heart disease.

Plus they just taste great, with subtleties that unfold on the palette much like those in wine and dark chocolate.

“While fruits and nuts have been around practically forever as healthy, energy-enhancing foods, they’re getting a new kind of caché, because science is catching up to tell us why they’re so good for us,” added Wendy Bazilian, a nutrition educator and author, into Food Product Design.

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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.