



Contact: Gigi Lubin  
773/549-0000, ext. 102  
gigi@newsmarkinc.com

FOR IMMEDIATE RELEASE  
3/09

**FISHER® HAS FIVE GOOD REASONS TO EAT A SALAD TODAY**  
*Leading Nut Producer Features Two New Additions to its Culinary Touch™ Salad Toppings Line*

Elgin, IL -- Fisher® Nuts has extended its popular Culinary Touch™ Salad Toppings line with two new blends that will make boring salads a thing of the past. Time saving and delicious, Fisher Culinary Touch Salad Toppings are an easy way to add flavor and excitement to any greens. The two new blends bring the total line to five Salad Toppings, all featuring premium Fisher nuts.

The new blends, Sweet Asian Blend and the Italian Blend, reflect the results of a Harris Interactive study conducted for Fisher to find out American adults' favorite ethnic foods. They reflect two of the top three favorites which are Italian (28 percent), Mexican (24 percent) and Chinese (22 percent).

Of course, salad used to be just that – salad. Nothing to get excited about at the dinner table. But with convenient and invigorating Culinary Touch Salad Toppings, salads, side dishes and desserts come alive with flavor.

And, with five different flavor blends to choose from, even the pickiest eaters will see food in a new light. They are:

- **NEW!** Sweet Asian Blend – Layers of sweet cranberries, slow roasted cashews and crunchy rice noodles, with sesame, orange and ginger flavors.
- **NEW!** Italian Blend – Aromatic, exciting Italian flavors melded with crunchy nuts and tangy sun-dried tomatoes.
- Almond Cranberry Blend – Sweet ruby-red cranberries are blended with slow-toasted almonds.

- Walnut Raisin Blend – Plump juicy golden raisins with carefully selected premium walnuts.
- Toasted Slivered Almonds – Wholesome almonds, slow toasted to crisp perfection.

Convenience foods have been increasingly popular, says the Swiss Association for Nutrition. The word `convenience' simply indicates that foods like Culinary Touch Salad Toppings “satisfy a consumer need: to speed up or even avoid preparation of meals altogether. Prepared foods therefore are at a premium among professional women, singles, people with little cooking experience or sufficient time, and also among the elderly. Even restaurants depend on prepared ingredients when serving large numbers of clients, as this requires less space and allow more rapid processing,” according to the Swiss Association for Nutrition.

“Based on the popularity of our first three Salad Toppings, we researched new combinations that would fill out the flavor palette and appeal to an even wider consumer audience,” says Julie Nargang Director of Corporate Marketing - National Brands at John B. Sanfilippo & Son, owner of the Fisher Nut brand. “It was the next logical step to add blends that were inspired by Asian and Italian flavors.

“People want to eat better, but are time-starved. They want fresh, wholesome and convenient options. We’re excited by our line of salad toppings because they offer a flavorful alternative that can add zing to salads and other dishes. They encourage imagination and creativity in the kitchen.”

Each Culinary Touch Salad Topping blend comes in four-to-six-ounce stand-up, resealable bags, with a suggested retail price of \$3.79. Each package includes a salad recipe than can be enjoyed any time of day. Dressing is optional; that’s how good Culinary Touch blends taste all by themselves.

## **CRUNCHY ASIAN NOODLE SALAD**

### *DRESSING:*

2 tablespoons canola oil  
1½ tablespoons seasoned rice vinegar  
2 tablespoons reduced-sodium soy sauce  
1 teaspoon honey  
½ teaspoon fresh gingerroot, minced  
1 small garlic clove, pressed

### *SALAD:*

1 package (6 oz.) chow mein stir-fry noodles  
½ cup julienne-cut zucchini, 1-inch long  
½ cup julienne-cut carrot, peeled, 1-inch long  
2 ounces snow peas, trimmed, cut in half  
3 tablespoons green onion with top  
1 package (5 oz.) Fisher Culinary Touch Sweet Asian Blend  
1 tablespoon coarsely chopped cilantro

For dressing, combine until blended oil, vinegar, soy sauce, honey, ginger and garlic; set aside. For salad, cook pasta according to package directions; drain. In large serving bowl combine noodles, zucchini, carrots, snow peas and onions. Pour dressing over noodle mixture; mix well. Add Asian Blend; mix well to combine. Garnish with chopped cilantro. **Yield:** 8 (1/2 cup) servings

*Tip: For a main dish, add 1 pound (16 oz.) deli chicken breast cut in 1/2-inch thick pieces.*

**Nutrition information per serving:** Calories, g Total Fat, g Saturated Fat, g Trans Fat, mg Cholesterol, mg Sodium, g Carbohydrate, g Dietary Fiber, g Sugars, g Protein

###

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](http://www.fishernuts.com).