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Fisher® Brands Re-launches Fisher Chef's Naturals, Recipe-Ready Baking Nuts in New Earth Friendly Sustainable Packaging

Elgin, IL -- American consumers concerned with the environment will now find Fisher® Chef's Naturals Baking Nuts in Earth-Friendly packaging. The packaging can be called Earth-Friendly because a portion of the packaging is made using plant-based renewable resources, not oil. Plant-based renewable resources can include corn, cellulose and wood pulp.

“The Fisher brand is helping to protect the Earth for future generations one nut at a time,” says Julie Nargang, Director of Corporate Marketing - National Brands with John B. Sanfilippo & Son, Inc., owner of the Fisher brand. “Now, when consumers choose these popular Fisher Chef's Naturals baking nuts, they can be assured that they are helping to protect the Earth as well.”

Fisher recognizes the importance of doing its part, as American businesses of all sorts have come to grips with the potentially serious consequences of using non-renewable resources. Plus, the new Fisher packaging does not affect the quality, freshness or shelf life of the products.

And that is just the start. Efforts at John B. Sanfilippo & Son, Inc. are underway to reduce their overall energy usage and to continue to research packaging materials and processing methods to help reduce emissions and waste. A resource conservation team has been established to execute these initiatives and to monitor the company's progress.

There is little doubt that consumers are getting the message, as more than half are now familiar with the term "sustainability," which is beginning to influence the brands they buy and the perception they have of businesses in general.

Still, each consumer "appears to have his or her own take on what sustainability actually means," according to a report at foodnutritionscience.com. "As consumers move from the periphery to the core, we see that their sustainability consciousness extends outward from the individual's need to the wider environment around them," says Alison Worthington, managing director for sustainability at The Hartman Group, a leading consumer research group. "Consumers want to save themselves and their families before they save the planet. Products and brands that can demonstrate these universal values will be all the more impactful," she says in the report.

"Consumer attitudes toward sustainability tend to be more aspirational and behavior based," Worthington says, "and since they feel fairly powerless as individuals to make change happen, they have great expectations and hopes for companies to do the right thing."

According to a Hartman Group study, consumers see six key values of sustainability - health, buying local, social responsibility, environmental responsibility, simple living and control. While health was said to be the most significant, food and beverages "appear to be the gateway to product adoption, with other products, like energy-efficient light bulbs, natural household cleaning products, water filters and water-efficient devices gaining ground."

Fisher pledges its commitment to the effort in the coming months and years. "We'll be doing more to improve our sustainable operations," Nargang says. "That includes communicating trends and their impact with consumers and companies with whom we do business, especially regarding sustainable packaging and corporate responsibility."

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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 for more information.