

# **JOHN B. SANFILIPPO & SON, INC.**

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June 7, 2010

## **JOHN B. SANFILIPPO & SON, INC. APPOINTS HOWARD BRANDEISKY AS VICE PRESIDENT GLOBAL MARKETING AND INNOVATION**

ELGIN , IL – Howard Brandeisky, a CPG marketing veteran, has joined John B. Sanfilippo & Son, [www.jbssinc.com](http://www.jbssinc.com) (NASDAQ: JBSS) as Vice President Global Marketing and Innovation. In this new role, Brandeisky will lead marketing and innovation for the company’s Fisher, Orchard Valley Harvest and Sunshine Country Brands as well as Private Brands across all channels in which the company competes.

Brandeisky brings a diverse background to JBSS along with a track record of growing established businesses and launching successful new products. He spent over 20 years at Kraft Foods in a variety of brand management, new product development, strategy, and finance roles.

“JBSS has a great history and track record of success. The company is a leader in its industry, with exciting plans for the future” Brandeisky says. “I’m excited about the opportunity to develop consumer driven marketing initiatives and product innovations that will drive future growth.”

Brandeisky’s appointment is part of an aggressive growth strategy at JBSS. A key element of the strategy is to build programs in the consumer channel through marketing initiatives and product innovation. Opportunities exist in the foodservice and export channels as well. In 2007, as part of its expansion, JBSS consolidated its corporate headquarters in a new one-million-square-foot building that also houses processing and packing operations and research and development facilities.

“We are delighted to have Howard on board,” says JBSS Chief Executive Officer Jeffrey Sanfilippo. “His wide range of experience in marketing and strategic product development adds enormous value to our Management team. We know we have a great leader who inspires his teams. His people skills are excellent and his understanding of consumer-driven growth is finely tuned. Howard’s business acumen aligns well with our direction during a period of great innovation and growth at JBSS.”

Brandeisky’s achievements during his career at Kraft include the successful launches of the *California Pizza Kitchen* frozen pizza and the *South Beach Diet* lines of food. In addition to his new product experience, he provided marketing and business leadership on such notable consumer brands as *Maxwell House* coffee, *Kraft* salad dressing, and the *Back to Nature* line of natural and organic foods. Brandeisky also has foodservice marketing experience, having led the beverage category for Kraft in that channel. Following his tenure at Kraft, Brandeisky was a marketing and strategy consultant, primarily working with a major industry retailer on their private brand strategy.

**About John B. Sanfilippo & Son, Inc.:**

John B. Sanfilippo & Son, Inc., (NASDAQ: JBSS), founded in 1922, is a leading processor, marketer and distributor of nut based snacking solutions that are sold in multiple distribution channels. Their products can be found under the company's Fisher, Orchard Valley Harvest and Sunshine Country brand names and under a variety of private labels.

JBSS is committed to helping to protect the environment through various initiatives including energy reduction and packaging that uses plant-based renewable resources in select products. For more information about Fisher products visit [www.fishernuts.com](http://www.fishernuts.com). Join our Facebook Fan community at <http://www.facebook.com/fishernutsbrand>.