

**DRAFT: 3.11.10**

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**One of America's biggest Private-Label Snack Nut Manufacturers  
Goes Best-of-Breed with New Forecasting Software**

*JBSS taps Demand Foresight to master demand planning  
and supply chain management for 3,500 distinct products*

**GOLDEN, Colo. – (March, 2010)** – John B. Sanfilippo & Son (NASDAQ: JBSS), maker of Fisher Nuts and one of America's largest private-label snack nut manufacturers, has begun implementation of Demand Foresight's best-of-breed demand planning and supply chain management software.

Based in Illinois, JBSS has five processing facilities nationwide and over \$500 million in annual sales from retail, wholesale and private label channels — domestically and overseas. In addition to managing many products from field to shelf, JBSS faces the challenge of planning and forecasting for more than 3,500 product stock-keeping units (SKUs).

"Our leadership team had the vision to see that reducing forecasting error was one of the fastest paths to carrying less inventory, and thus key to increasing profitability," said Tom Kirkham, JBSS's director of systems implementation. "For sheer mathematical horsepower, and for how the solution empowers our entire team to visualize and contribute to forecasts, Demand Foresight was the clear winner."

The implementation marks a big leap forward for JBSS as it moves from intermittent high-level sales forecasting to execution-level forecasting, which delivers real-time, actionable insight for multiple facilities, product lines and customers.

**About Demand Foresight**

Based on the premise that reducing forecasting error is the single most important investment to improve supply chain performance, Demand Foresight's demand planning and forecasting software sets new standards in reducing errors and increasing profitability for manufacturers and distributors. Demand Foresight's advanced, next-generation forecasting engine works within existing IT environments, and has saved clients billions of dollars through improved and measurable business decision-making. Product performance is backed by the strongest guarantee in the software industry: clients will achieve at least 25% reduction in forecasting error and be completely

satisfied or get their money back. For more information, please visit [www.demandforesight.com](http://www.demandforesight.com).

**About JBSS**

John B. Sanfilippo & Son, Inc. is a processor, packager, marketer and distributor of shelled and in-shell nuts and extruded snacks that are sold under a variety of private labels and under the Company's Fisher®, Sunshine Country®, Flavor Tree® and Texas Pride™ brand names. The Company also markets and distributes a diverse product line of other food and snack items.

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