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The Key To A Sweet Super Bowl? Fisher™ Honey Roasted Peanuts!

It's the consumer-preferred brand in national taste test

Elgin, IL – For America’s biggest sports celebration, great snacks and beverages are probably more important than the game itself. The Super Bowl, after all, has evolved into a holiday – an annual reason for family and friends to spend some time together, have some fun and fight cabin fever during the winter.

What to eat? There’s all the usual stuff – potato chips, meatballs and cheese and crackers. But more consumers than ever are conscious of great taste, convenience *and* healthier snacking. That’s where Fisher Honey Roasted Peanuts, www.fishernuts.com, enter the picture. Whether guests are cheering on a touchdown by a favored team or catching up on the latest family news by the fire, they can be assured of satisfying taste and a healthier option when they reach for the snack bowl.

In a survey on snack preferences, a clear majority (64 percent) of adults said they prefer sweet snacks, while about half (54 percent) like their snack foods salty. Four in five said they like them crunchy as well. Those three qualities in one snack concisely describe Fisher Honey Roasted Peanuts! The thing is, not all such products are created equal.

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How do Fisher Honey Roasted Peanuts Stack up? Fifty-six percent of 100 consumers who participated in a blind taste study conducted by a credible outside research firm, preferred the honey flavor of the Fisher product when compared to other leading brands. More than half (56 percent) said they either “liked extremely” or “liked very much” the honey flavor of the Fisher product, compared with only 37 percent of consumers for the next best scoring brand.

In commenting on the other leading brands, the consumers indicated their honey flavor was lacking, with more than 50 percent rating the other brands as “somewhat” or “much too” weak in honey flavor.

Speaking of nuts, it pays to remember that they are little powerhouses when it comes to snack options during the Super Bowl - or anytime. They provide many health benefits and are convenient, time-saving and satisfying, making them perfect for the active “grab and go” lifestyle today’s consumers have adopted.

Nuts are high in fiber and contain antioxidants, vitamins and minerals. Peanuts contain monounsaturated and polyunsaturated fats, which can improve blood cholesterol levels. And nuts provide many of the same nutrients as meat and poultry, especially protein.

“We’re very aware of the trend toward healthier snacking and how sophisticated consumers’ palates have become at the same time,” said Julie Nargang, director of marketing – national with John B. Sanfilippo & Son, Inc., owner of the Fisher brand. “This combined trend has resulted from increased consumer awareness of food choices and the benefits they have. When one considers what’s out there in the marketplace, it’s hard to argue with nuts. They are a sound choice for any occasion.”

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John B. Sanfilippo & Son, Inc. (NASDAQ: JBSS), 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.

For more information about Fisher products visit www.fishernuts.com. Join our Facebook Fan community at www.facebook.com/fishernutsbrand.