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JBSS To Feature Fisher Products at Shanghai Exhibition

Coincides With New Distributor In China

ELGIN, IL – John B. Sanfilippo & Son, Inc. (NASDAQ: JBSS), www.jbssinc.com, owner of the Fisher Nuts brand, www.fishernuts.com, is pleased to announce its participation in the China 2010 International Food and Beverage Exposition, China's largest international trade show for the food, beverage and hospitality industries.

At the Shanghai show, May 19-21, JBSS will display a number of its internationally best selling Fisher products in conjunction with its establishment of a new distributor relationship in China. Many JBSS senior executives and members of the JBSS international sales team will attend the show.

“This is our first show ever in China. JBSS has participated in a number of SIAL-sponsored exhibitions over the years, including shows in Europe and most recently in Canada, but this is the first time we are formally presenting Fisher Nut products to the Chinese consumer,” says Jose Cabanin, vice president of international sales. “Consistent with JBSS’ five-year strategic plan, we are significantly expanding our horizons and looking to develop meaningful sales opportunities for Fisher in Asia in general and in China specifically.” Cabanin notes that China is one of the world’s fastest growing markets for branded, packaged food products.

Visit the Fisher booth at SIAL China in the USA Pavilion, Stand #3L-005.

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About John B. Sanfilippo & Son, Inc.:

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.