

Smart Snacking

Flavorful Snacking Is Getting More Convenient

(NAPSA)—When it comes to selecting a snack food, convenience can be a key factor. Consumers also tend to look for snacks that are tasty, fun to eat and that are good for them.

When asked in a recent survey, nearly four in five adults (79 percent) said they like their snack foods crunchy, while about half (52 percent) prefer chewy. A clear majority (64 percent) prefer sweet snacks, compared to about half (54 percent) who like their snack foods salty. In addition, 47 percent said they prefer spicy snacks. The survey was conducted by Harris Interactive on behalf of Fisher Nuts.

Consumer taste preferences such as these and the ability to select snacks that fit with an active “grab and go” lifestyle have helped to shape a new convenience store snack line from Fisher Nuts.

The new product line includes Energy Blend (Cashew/Almond/Cranberry), Sea Salt and Vinegar Peanuts, Sour Cream and Onion Peanuts, Trail Mix, Whole Cashews, Roasted/Salted Almonds, Deluxe Mixed Nuts, Cajun Salsa Peanuts, Cashew Halves & Pieces, Dry-Roast Pistachio (In Shell), Honey-Roasted Peanuts, Roasted/Salted Peanuts, and Hot and Spicy Peanuts.



Convenience is the key to more flavorful snacks.

The products are available in single-serve packages, which range from 1.5 to 2.5 ounces each and are designed to easily slip into a purse, shirt or pants pocket for when on-the-go consumers want a snack that’s convenient, tasty and nutritious.

Julie Nargang, Director of Corporate Marketing, National Brands, at John B. Sanfilippo & Son—owner of the Fisher Nut brand—said the company’s new line of convenience store snacks is designed to offer consumers a wide range of textures and flavors, plus better nutrition and substance, when they’re in a hurry and want something satisfying.

Nutty Facts

- What nut was believed in medieval times to have healing

properties for headaches? The walnut! Ancient Greeks believed the walnut and its shell resembled the human skull and brain. *Source:* NutNutrition.com

- “Nuts tend to be filling, which can actually help with weight control,” states Maureen Ternus, M.S., R.D., registered dietitian and Nutrition Coordinator for the International Tree Nut Council Nutrition Research & Education Foundation. *Source:* nuthealth.org

- The state of California is an almond-growing powerhouse! The Golden State produces nearly 100 percent of the USA’s almonds and over 75 percent of the worldwide supply. *Source:* NutNutrition.com

- Plus, nuts can offer a number of health benefits. The Harvard School of Public Health found that men and women whose diets include the largest amounts of magnesium were less likely to develop type 2 diabetes. Most consume magnesium through foods, such as whole grains, nuts and leafy green vegetables.

- Also, eating a small handful of nuts before bed may help you get more sleep. Some nuts and seeds, especially whole fibers and ground sesame seeds, have a high amount of the sleep-inducing amino acid tryptophan.

To learn more, visit www.fishernuts.com.