



For Immediate Release

Mariani's Seasoned Almond Line is a Natural Choice

Five New Flavors Join Original Line – No Artificial Ingredients

WINTERS, Calif., Oct. 8, 2014 — Mariani Nut Company is adding five new flavors to its popular seasoned almond line. Spicy Cajun, Smoked Seasoned, Chili Lime, Sweet BBQ and Vanilla Roast are the latest additions to this line in response to American's increasing appetite for almonds. In addition, the entire seasoned line is now all natural with no artificial ingredients.

These new sweet and savory flavors join Wasabi & Soy, Honey Roasted, Roasted & Salted with sea salt and Whole Natural almonds, first introduced by Mariani in 2010.

The effort to make the seasoned line all natural with no artificial ingredients is consistent with the built-in health and nutritional benefits of almonds. As a leading source for protein, fiber, calcium and vitamin E, and the lowest in calories among tree nuts, almonds are proving to be a go-to snack.

"It is important to us to provide a seasoned product that remains healthy," said Matt Mariani who oversees the company's sales and marketing activities. He continues, "With these big, bold flavors, our seasoned almonds are filling, satisfying and good for you."

Americans of all ages are snacking more, and research tells us the nut category has increased 162 percent in dollar volume since 2000. In addition, snack categories that are showing the most growth are healthy snacks.

Mariani says the seasoned line has been versatile and not limited to snacks, adding, "They are frequently chopped and incorporated in salads, entrees and baking, providing many cross-merchandising opportunities." He continues, "The year-round availability of almonds offers flexibility in timing promotions and displays."

The entire seasoned line is available in six-ounce, resealable zip-lock foil bags. Almonds Roasted & Salted with sea salt and Whole Natural almonds are also available in 16-ounce bags. Retail managers may select from numerous display options including pre-loaded and assembled stand-up shippers, wood display units and pre-filled boxes on full or half pallets with colorful photography of orchards in bloom.

In addition to seasoned almonds, Mariani offers a complete line of almonds for retail including whole, chopped, sliced and slivered, to name a few. Walnuts are also available in a wide range of options.

About Mariani Nut Company

Mariani Nut Company is a family-owned grower and supplier of premium almonds and walnuts from California. Established in 1972, the company supplies major retail chains, foodservice companies

and industrial customers such as confectionary, cereal and ice cream makers with nuts from Mariani-owned orchards and from other growers. Mariani nuts are distributed throughout North America, Europe, Asia and Australia. For more information, go to www.marianinut.com.

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