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PRESS RELEASE

Santa Barbara Pistachio Company Unveils **New Gourmet Gifts With An Irresistible Taste**

Santa Barbara, CA — Celebrate this holiday season with a unique array of gourmet pistachio gifts from Santa Barbara Pistachios! This fall we are unveiling several new items that are hand-packed at our family farm and ideal for holiday gift giving.

- Martini Shaker - Our reusable acrylic Martini Shaker is filled to the brim with premium Roasted Salted Pistachios. Once the pistachios are gone, this gift will be enjoyed again and again. Makes a great party gift.
- Savory Sampler - Features 3 ounce bags of our irresistible all-natural flavors, packaged in a handsome gift box. The Savory Sampler lets you try our wide array of unique flavors to decide which one is your favorite!
- Chocolate Toffee Pistachio Crate – Perfect for chocolate and pistachio lovers alike! Makes a great standalone gift, or for including in gourmet food gift baskets. Warning: These chocolate-covered toffee pistachios are deliciously addictive!
- Snack Stack - An attractive sampler of three taste sensations: 8 ounces of our new Pistachio Berry Mix, featuring our Roasted Salted Pistachio Kernels, dried Rainier cherries, dried cranberries, and golden raisins, as well as 8 ounces of our Chocolate Toffee Pistachios and 12 ounces of our premium Roasted Salted Pistachios.
- Pistachio Berry Mix Crate – Perfect for gift baskets or even on it's own, the 8 oz. Pistachio Berry Mix, which comes in a reusable acrylic crate, is a sweet and salty snack mix that will tantalize your taste buds!

All of our gifts feature our premium U.S. Fancy Grade pistachios, the highest grade available. Our pistachios are Kosher certified, grown without the use of pesticides or fungicides and will be certified organic with the 2006 harvest.

Our new gifts will be available for wholesale and retail purchase beginning October 2005.

Since our first crop in 1995, Santa Barbara Pistachio Company has produced the freshest, best tasting 100% natural pistachios you can buy. As a small family business, we grow, harvest, naturally flavor, hot-air dry, hand pack and ship our pistachio nuts daily from our farm, nestled at 2,900 feet in Santa Barbara's Cuyama Valley. You'll never find additives, preservatives or sprayed-on chemical flavoring in our Extra Fancy, Kosher Certified pistachios - just wholesome ingredients producing a crunchy, all natural flavor.

For more information please call (800) 896-1044, email us at: info@sbpistachios.com or visit our website at: www.sbpistachios.com.

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