

# Nuts are Good / Fresh Roasted Almond Company

## F A C T S H E E T

Late Summer 2007

### Who we are

- Hi, we're Jonny and Danny Levy – two brothers who simply love roasting nuts and believe *everyone deserves a treat*. We've been family owned and operated in the Detroit area, and devoted to making natural, high-quality, dry-roasted nuts (no oil added) for nearly 20 years.
- We offer 33 varieties of fresh-roasted, flavored nuts on request – more than anyone else in the business. We regularly roast 12 varieties that are our best sellers. Over the years, we have roasted hundreds of flavor-nut combinations.
- Our newest and fastest-growing product is our Buffalo Peanut. We actually invented this spicy and sweet treat. People LOVE it. No other company offers anything like it.
- About 50% of our sales are bulk cinnamon roasted almonds, about 30% are Buffalo Peanuts and all of our other flavors make up the remaining 20%.
- Our nuts can be found primarily in the produce sections of supermarkets, as well as in convenience and big-box stores in 15 states consistently and in another 17 states periodically. We expect our products to also be available in bars, sports stadiums, specialty shops, schools and universities, and other locations in potentially 40 or more states (total) by late 2007. We also sell some of our most popular products on our Web site: [www.nutsaregood.com](http://www.nutsaregood.com).
- We're also glad that the Snack Food Association estimates that savory snack foods are a \$26 billion dollar a year industry and says nut snacks are leading this growth.

### Our proudest accomplishments

- We're the oldest wholesale manufacturer of nuts in the U.S. using the small-batch, old-world, copper-kettle process. We make all of our sweetened nuts this way.
- We use all-natural ingredients in most of our products. Considering all of our products contain monounsaturated fats (the good kind), a wide variety of beneficial nutrients, and antioxidants, we're proud to create snacks with health benefits.
- We're one of the few, if not only, companies dry roasting in large kettle batches. This enables us to offer a hand-crafted product at an excellent value.
- Dry roasting greatly extends the shelf life of all of our products to nine to 12 months because we don't roast with oil.
- All of our products are also kosher supervised.
- People often contact us directly to get our products after just one taste.

### How we got here

- After working briefly in 1988 (while in college) for the second company to ever make cinnamon roasted almonds in the U.S., Danny began making and selling cinnamon roasted almonds at a shopping mall in Grand Rapids, Michigan. We then established retail stores with on-site copper cooking kettles in 12 shopping malls in Michigan, Ohio and Illinois.

#### *Key Dates:*

- 1988-1995: Focused on selling in retail settings – shopping malls, outdoor festivals, cider mills, etc.
- 1996: Began selling wholesale.
- 2000: Closed our last retail store and sold primarily wholesale and retail to existing stores.
- Early 2005: Almonds prices had risen nearly 400% in the last 18 months. To diversify and grow, we turned to, developed and introduced the Buffalo Peanut, which soon became our best seller.
- Mid-2005: We introduced a new line of flavored peanuts – which were very well received. Peanuts are healthy, inexpensive (1/6<sup>th</sup> the cost of almonds) and (unlike almonds) are widely available.

### About Jonny and Danny

- Besides being brothers for as long as we can remember, we're good friends; married; and love music, movies, traveling, and nuts (we actually eat 'em every day).
- We have an ideal partnership based on trust, fun and mutual passion for our work.
- Our M.O. is to have all of our decisions and actions driven by fairness, loyalty and quality.
- We're proud of our terrific products, sense of humor, honesty and persistence in the face of adversity.

### **Industry trade group memberships** (We keep good company.)

- National Association of the Specialty Food Trade: [www.specialtyfood.com/do/Home](http://www.specialtyfood.com/do/Home)
- Produce Marketing Association: [www.pma.com](http://www.pma.com)

### **Our 12 yummy flavors**

- Buffalo Peanuts (\*Flagship Product\*)
- Cinnamon Roasted Almonds
- Vanilla Rum Peanuts
- Apple Cinnamon Peanuts
- Piña Colada Peanuts
- Margarita Peanuts
- Apple Cinnamon Almonds
- Margarita Almonds
- Buffalo Cashews
- Raspberry Peanuts
- Honey Almonds
- Coconut Almonds

### **Nut consumption facts** (Who would have guessed?)

[Source: *The NPD Group*, [www.npd.com](http://www.npd.com)]

- Americans increased the number of times they selected nuts as an in-home snack by 100% from 1996 to 2006.
- The top three types of nuts account for 2/3<sup>rd</sup>s of all snack nut consumption. They are in ranking order: 1) peanuts, 2) cashews and 3) almonds.
- Peanuts are mostly consumed at home, 73% vs. 27% out of home.
- Peanuts are typically an individual snack rather than a group snack; 55% are consumed alone as a snack, 24% are part of group snacks, and 21% are part of a meal or meal replacement. When snacking alone on peanuts, the top activities are watching TV or just wanting to munch on something.
- Baby boomers (55 to 64 year olds) eat peanuts at a rate that is 120% more than the average eater. The younger baby boomers, 45 to 54 year olds, eat peanuts 31% more than the average eater.

### **Nut health facts** (It's nice to have science on our side!)

#### *Peanuts:*

- Peanuts are a very good source of monounsaturated fats (which are emphasized in the heart-healthy Mediterranean diet), niacin, folate, copper, vitamin E, manganese, and protein. In addition, peanuts provide resveratrol, the phenolic antioxidant also found in red grapes and red wine.
- Not only do peanuts contain oleic acid, the healthful fat found in olive oil, but new research shows these legumes are also as rich in antioxidants as many fruits.
- In a 10-year study involving 12,026 men and 11,917 women to see if eating peanuts might affect risk of colon cancer, researchers found that eating peanuts just two or more times each week was associated with a 58% lowered risk of colon cancer in women and a 27% lowered risk in men. (Yeh CC, You SL, et al., *World J Gastroenterol*).
- Other studies have also shown peanuts to help prevent gallstones, and to protect against Alzheimer's and age-related cognitive decline.

#### *Almonds:*

- According to the Almond Board of California ([www.almondsarein.com](http://www.almondsarein.com)), almonds are considered one of the healthiest and have the least fat of all nuts. They're the best whole food source of vitamin E; and contain rich amounts of calcium, folic acid and phosphorus. Almonds also contain more magnesium than spinach.

### **How to reach us**

*Address:* Nuts are Good, 24536 Gibson, Warren, MI 48089

*Phone:* (877) 478-6887, (586) 619-2400

*Fax:* (586) 619-0109

*E-mail:* [sales@nutsaregood.com](mailto:sales@nutsaregood.com)