



Wonderful Pistachios is marking two successful years in travel retail with a return to the TFWA World Exhibition & Conference currently running in Cannes.

Already the best-selling snack nut in the U.S, Wonderful Pistachios is now sold in more than 30 countries and has succeeded in bringing diversification to the confectionary category with its 'better for you' savoury offering. As a high margin product, Wonderful says it offers retailers the highest dollar return per pound compared to other top performing confectionery brands.

Since launching in the travel retail sector the Californian brand has secured 38 listings, including duty-free retailer EDF in Manila; Mona Lisa, Mannah & Mapy in Paraguay; and Qatar Duty Free in Qatar. With a number of new listings to be announced in 2014, the brand says it is well positioned for continued success in its third year.

According to Sales Director James Kfoury, "Wonderful Pistachios owes its success in part to a growing consumer demand for convenient snacks that taste good and are better for you. Since its launch in the U.S. five years ago, Wonderful Pistachios is quickly becoming a brand that consumers around the globe, recognize for premium value, good taste and convenience.

"Our plan is to sustain Wonderful Pistachios' positive brand momentum by continuing to connect with interested regional buyers, who are looking to diversify their offering with our travel retail exclusive offer at TFWA World Exhibition this year."