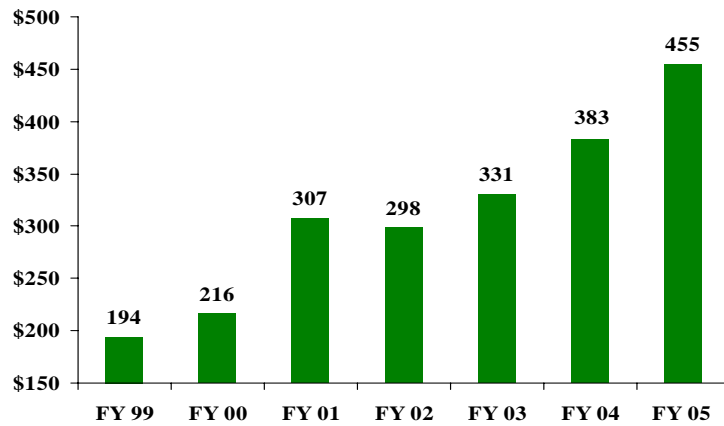




*Building Sustainable Brand Value*

### Diamond Gross Sales

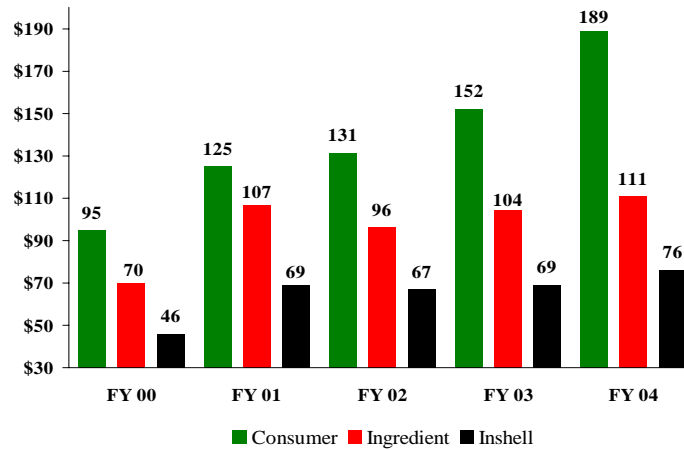
\$ Millions



Forecast

## Sales By Business Segment

\$ Millions



3

## Corporate Marketing Objectives

- Understand the consumer and target market
- Create and sustain brand differentiation
- Build consumer loyalty and brand value:
  - Focused, consistent message
  - Quality creative and diverse advertising venues
- Retail trade support: Merchandising
- Example: Diamond and Emerald case study

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## Diamond Television Advertising

### Holiday TV

- Diamond's Timeless Holiday Commercials focus on the array of uses for nuts during the holidays
- Diamond's spots are typically run during the weeks leading up to Thanksgiving and Christmas.
- Spots focus on key markets with holiday and food programming and sponsorships.



## Active Lifestyle Sponsorships

### Official Nut Supplier to the U.S. Olympic Teams

- Diamond is proud to have been the official Nut Supplier to the 2000, 2002 and 2004 U.S. Olympic Teams as well as the 2002 Olympic Games in Salt Lake City.
- Supplier logos were added to all key product packages and to all Point of Purchase displays and materials.
- Consumer sweepstakes featured trips to the games in Salt Lake City.
- TV and print ads also featured the supplier logo.
- U.S. Olympic Athletes were featured at key events.



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## Diamond Health Messaging

### Point of Purchase Displays and Educational Material

- Diamond is leading the way in educating consumers on the health benefits of Walnuts and other nuts.
- In store displays highlight health messaging.
- Diamond has also created a unique health brochure "Good News for Health Nuts" which provides consumers with detailed information about Omega 3 and other key health attributes of Walnuts and other nuts.



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## Diamond Print Advertising

### Holiday Special Interest Publications

- Full page print advertisements in holiday special interest publications (SIP's) of key publications including:

- Better Homes and Gardens
- Family Circle
- Good Housekeeping
- Readers Digest
- Women's Day

- Holiday SIP's are distributed through front end check stands at grocery and mass market retail stores.

- Timing: October – January

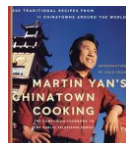


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## Diamond Television Sponsorships

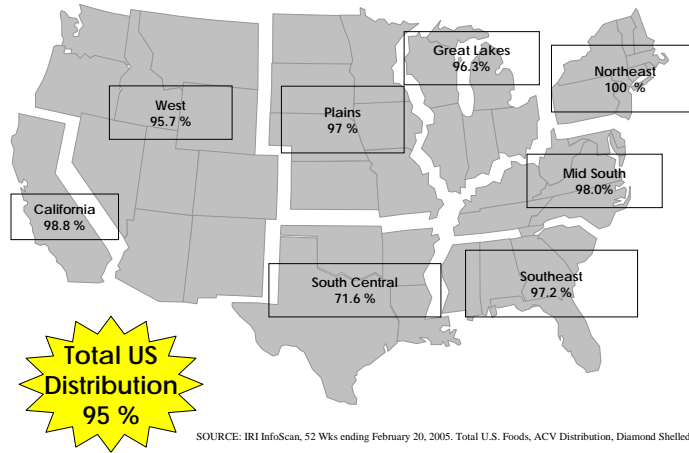
### Martin Yan's "Yan Can Cook Show" on PBS

- Diamond is proud to sponsor 13 Episodes of the Yan Can Cook Program on PBS
- Focus on "Quick and Easy Asian Cooking"
- Diamond is featured in 10 second credit spots at both the beginning and end of each of the 13 episodes
- Credits feature Diamond Packages and mouth watering dishes prepared with Diamond nuts
- Nut recipes are featured in all 13 episodes



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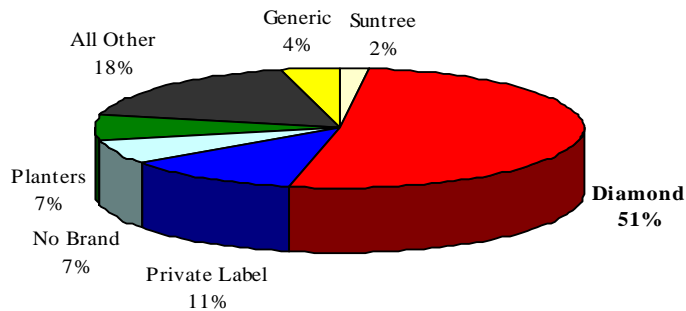
## Diamond Brand Distribution



11

## Total U.S. Retail Walnut Sales

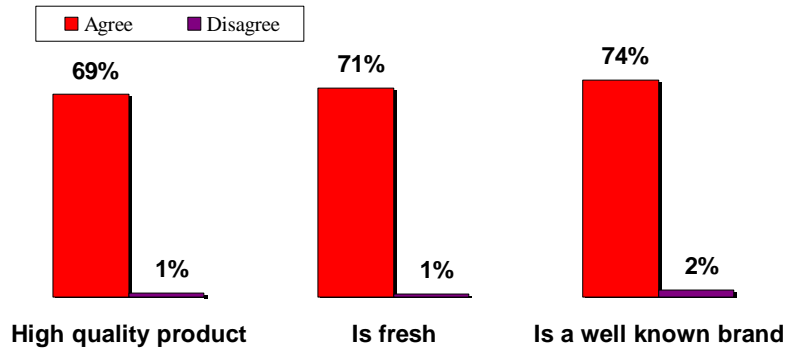
 **Diamond is the leading retail brand of Walnuts with over 51% Dollar Share.**



SOURCE: IRI InfoScan, 52 Wks ending February 20, 2005

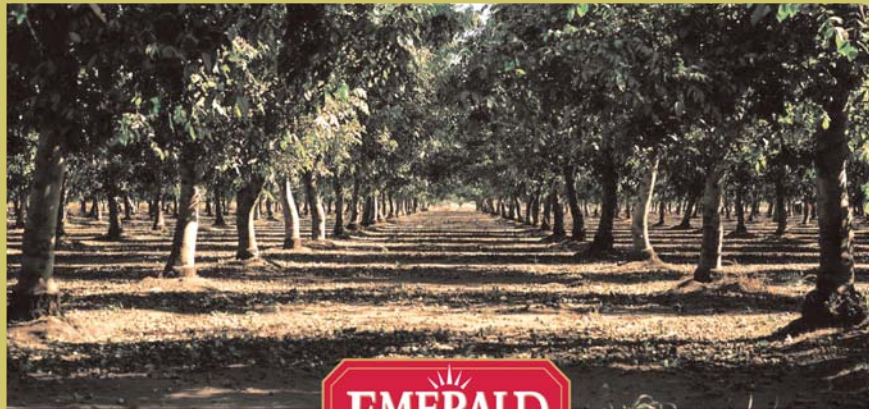
12

## Consumers Rate Diamond High on Key Product Attributes



Source: Diamond of California Usage & Attitude among consumers who bought Diamond of California in the past 12 months

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IT'S TIME FOR A FRESH NUT



## Diamond Enters the Snack Nut Category



- Since 1912, Diamond has been the industry leader in the innovation of growing, processing and marketing of premium quality culinary nuts. This background and experience coupled with extensive consumer research is a solid platform for entering the snack nut arena.

### Introducing Emerald Snack Nuts.

- Diamond = quality, heritage, and tradition
  - Culinary target is generally female 45+
  - Snack category demographics much younger
- A new brand will foster a fresh and contemporary relationship with this younger snack demo.

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## Major Shifts in Attitudes Towards Snack Preference



- Large volume in traditional snacks, but growth lies in healthier snacks
  - National concern with health and obesity
  - Mainstream embracing “low carb” lifestyles
  - Fat no longer the enemy
  - Omega-3 media blitz



Low-carb ‘lifestyle’ goes mainstream  
USA Today, August 19, 2003



“What if fat doesn’t make you fat?”  
New York Times Magazine, July 7, 2002

**Snack nuts are the perfect snack solution**

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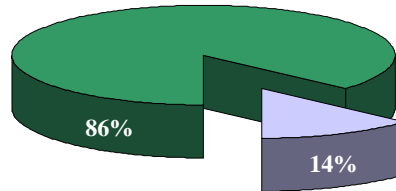




## Snack Category = \$27 Billion, +6%



**Traditional Snacks:** Chips, candy, cookies, crackers, etc. = **FLAT**



**Healthier Snacks:**

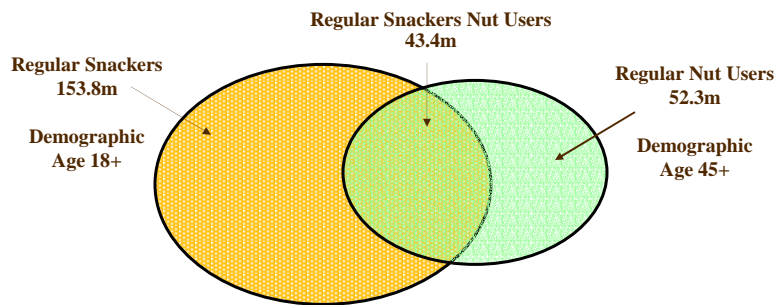
Snack nuts, trail mix, health bars\* = **+13%**

\*Major ingredient, nuts

**There's growth in snack nut category**






## The Current Snack Universe



**Consumers need a snack nut that acts like a snack brand**

## Building a Successful Snack Brand

 Traditional snack category has been driven by:

-  Innovation
  -  Packaging
  -  Flavor
-  Contemporary attitude
-  Advertising/brand awareness
-  Choice





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**It's time to redefine the snack nut category**

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## Introducing Emerald Snack Nuts

 Emerald snack nuts will ...

-  Create excitement in the snack nut aisle
-  Provide consumers *real* choice based on tangible differences
-  Be relevant to a broader consumer audience
  -  On-the-go, active lifestyle

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**It's time for a fresh nut**

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## Proprietary Packaging

Snap-top lid

Light weight—easy to hold

Ergonomic, unbreakable canister

12F6 2.93"D 6.95"H

On-the-go—fits in car cup holder

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## Consumers Prefer New Packaging

Which of the two package options do you prefer?	Total Sample
Emerald Plastic Container (12oz for \$2.99)	67.6%
Planters Glass Jar (16 oz for \$3.49)	32.4%

Why do you prefer that option?	Prefers Emerald Plastic Container
<b>Top Mentions</b>	
Good package color/Appearance	44.9%
Easy to handle/carry/Good for traveling/On the go	37.7%
Plastic/Non-Breakable/Child friendly	34.8%
Unique/Different/Modern	20.4%
Lightweight	14.5%

Consumer Research Results, June 20, 2003  
 Consumer Research Division of Mattson & Company

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