



## **Diamond Foods Announces Introduction of Kettle Brand® TIAS!™ Tortilla Chips**

*Six new items introduced into the \$2.9 billion Tortilla Chips category*

**San Francisco (July 19, 2010)** – [Diamond Foods](#), Inc. (NASDAQ: DMND) today announced that its Kettle Brand will launch a new product line of all natural tortilla chips called Kettle Brand TIAS!. The product line will be available in the leading natural food retailer beginning in August.

Kettle Brand, which is one of the leaders in the premium potato chip category and is growing at a strong pace according to SPINS and ACNielsen, is bringing its expertise in developing great tasting, natural, bold flavors to the Tortilla Chips category that represents \$2.9 billion dollars in retail sales.

“Kettle Brand TIAS! is a strong opportunity for our company to leverage the innovation strength of the Kettle brand and place it into an adjacent segment. The natural tortilla chip segment is 40% larger than the natural potato chip segment,” said Michael Mendes, Chairman, President and CEO of Diamond Foods.

The Kettle Brand TIAS! line will be offered in six flavors, which include Salsa Picante, Zesty Ranch, Nacho Cheddar, Toasted Corn, Sweet Baja Barbeque and Chili Con Queso. The entire line is made of certified organic corn, expeller pressed oil and all natural seasonings.

“Our consumer research showed that active lifestyles often require tortilla chips to be flavorful when enjoyed right out of the bag,” said Kettle Brand Director, Julie Dunmire. “However, consumers also expressed a desire to have full flavored chips done in an all natural way. With Kettle Brand TIAS!, consumers can now have “great taste...naturally.”

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### **About Diamond Foods**

[Diamond Foods](#) is a high-growth innovative packaged food company focused on building, acquiring and energizing brands including [Kettle®](#) Chips, [Emerald®](#) snack nuts, [Pop Secret®](#) popcorn, and [Diamond of California®](#) culinary and snack nuts. The Company’s products are distributed in a wide range of stores where snacks and culinary nuts are sold.

Corporate Web Site: [www.diamondfoods.com](http://www.diamondfoods.com)

Consumer Web Sites: [www.kettlefoods.com](http://www.kettlefoods.com), [www.kettlefoods.co.uk](http://www.kettlefoods.co.uk),  
[www.emeraldnuts.com](http://www.emeraldnuts.com), [www.popsecret.com](http://www.popsecret.com), [www.diamondnuts.com](http://www.diamondnuts.com)

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