



## **EMERALD<sup>®</sup> WINS PROGRESSIVE GROCER CATEGORY ADVISOR AWARD**

STOCKTON, Calif. (November 16, 2007) - Diamond<sup>®</sup> Foods, Inc. (Nasdaq: DMND), a leading branded food company specializing in processing, marketing and distributing culinary nuts and snack products, announced that its Emerald brand was the recipient of a Progressive Grocer's Category Advisor award, recognizing Emerald's product innovation, creativity in merchandising, marketing, promotion and consumer insights during 2007.

Progressive Grocer magazine, a leading publication that provides analysis on current trends in the supermarket industry and commentary on new product development, honored Emerald with a Category Advisor award in the Salty Snacks category. This award is bestowed on companies with outstanding products, marketing and sales in their respective categories. Companies were judged in the areas of innovation, ability to successfully introduce new products, merchandising and promotional strategies. Other criteria included quantitative and qualitative evidence of the positive results of their efforts both for retailers and the total category as a whole.

"We're honored to receive this award for the second year in a row," said Andrew Burke, senior vice president of marketing, Diamond Foods. "We're committed to partnering with retailers to drive innovation and category growth in the Snack Nut category behind the Emerald brand."

Emerald sales, according to IRI Food InfoScan data (12-weeks ended 10/7/2007), are enjoying a growth rate of 35% -- more than 13 times that of overall snack nut category growth of 2.6 percent. Sales statistics have also reflected that the brand is expanding the snack nut category by attracting new and younger consumers.

### **About Diamond**

Diamond Foods, Inc. is a leading branded food company specializing in processing, marketing and distributing culinary nuts and snack products under the Diamond and Emerald brands. For more information, visit [diamondfoods.com](http://diamondfoods.com).

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