



DIAMOND® FOODS LAUNCHES NATIONAL CONTEST TO UNCOVER BEST HOLIDAY ENTERTAINING IDEAS USING DIAMOND INSHELL NUTS

Grand Prize Winner will be Featured on Millions of Diamond Packages and Win a Trip for Four to New York City to See George Balanchine's The Nutcracker™

San Francisco, Calif. (Oct. 27, 2008) - [Diamond Foods, Inc.](#) (NASDAQ: DMND), a leading branded food company specializing in processing, marketing and distributing culinary nuts and snack products, today launched a consumer [contest](#) to find the best holiday entertaining ideas that incorporate Diamond Inshell Nuts. The Grand Prize Winner will have their idea published on bags of Diamond Inshell Nuts in 2009 and on the [Diamond Nuts website](#). The winner will also win a trip for four to New York City to see a performance of [New York City Ballet's](#) production of *George Balanchine's The Nutcracker™*.

The contest kicks off today and submissions will be accepted through December 31, 2008. Lifestyle, décor and culinary experts will judge the contest in mid-January and declare a winner on February 1, 2009. Consumers can enter the contest and obtain more details at www.diamondnuts.com. 10 first place winners will receive outdoor fire pits that are perfect for roasting inshell nuts and 20 second place winners will receive gift packages of Diamond of California products and recipes.

“Time-honored customs make the holidays special, and toasting and cracking nuts by a warm fire is a traditional way to celebrate the holidays,” said Tina Salter, culinary expert and head judge of Diamond’s 2008 Inshell Nuts contest. “Over the years, many people have shared their decorating and entertaining tips with Diamond and we are often amazed by their creative ideas. We’re excited to learn about the modern and inspired ways

consumers incorporate Diamond Inshell Nuts into their festivities. The best idea will be seen by millions of Diamond consumers in 2009.”

To kick off the contest, Diamond offers the following basic guidelines/suggestions for using Inshell Nuts:

- **Roasting:** All nuts, even in their shell, taste better when toasted. The process is simple. Preheat the oven to 375°F. For 4 servings, spread 4 cups of in-shell nuts on a baking sheet and roast for 20 minutes. After 20 minutes, carefully remove one nut, holding it with a dish towel or pot holder, and crack it open. The meat should be lightly toasted and aromatic. If it still looks pale inside, roast a few minutes longer. Let the nuts cool before serving. Smaller nuts, such as hazelnuts and almonds, may take less time.
- **Storage:** Between uses, treat nuts as you would a fine wine or olive oil. Their enemies are light, heat and moisture. To keep nuts fresh longer, store them in an airtight bag in the freezer.

“Trends indicate that consumers will stay at home with their families more this winter and will try to spend wisely in the grocery store, on entertaining and on home decor,” said Melissa Waters, Marketing Manager for Diamond of California. “Winter is the number one season for Inshell Nuts and we want to make holiday decorating and entertaining with family and friends even more fun with the chance to win exciting prizes.”

Following the autumn harvest and throughout the holiday season, Diamond’s Inshell Nuts are readily available in grocery stores everywhere. Diamond offers Inshell Nuts in single pack types (Walnuts, Almonds, Pecans and Brazil Nuts) as well as variety packs, and in bulk bins.

Contest details, including rules and regulations, are available at: www.diamondnuts.com

About Diamond

Diamond is a leading branded food company specializing in processing, marketing and distributing culinary nuts and snack products under the Diamond®, Emerald® and Pop Secret® brands.

About the Judges:

Tina Salter: Tina Salter is the series producer for Jacques Pepin: More Fast Food My Way and the James Beard and Emmy award winning local show Check, Please! Bay Area. She has authored two and collaborated on more than a dozen cookbooks. A British expatriate, Tina attended London's renowned Cordon Bleu culinary school. She lives in the San Francisco Bay Area.

Andrea Pannes: Interior designer and decorator Andrea Pannes is an expert in transforming both residences and commercial properties from the ground up. With 14 years of successful projects in San Francisco, New England and the Southwest she has extended her expertise to stage and screen with her most recent project on the set of Jacques Pepin's new series, Jacques Pepin: More Fast Food My Way.

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