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## **Setton showcasing seasoned pistachio kernel varieties at NY Produce Show**

November 5, 2019

Behind Booth No. 239 at the New York Produce Show, Setton Pistachio of Terra Bella will be showcasing its line of new Seasoned Pistachio Kernels, which are available in five varieties: Salt & Pepper, Garlic Onion, Chili Limon, Jalapeno and Chipotle BBQ.

“Our Garlic Onion variety recently won first place for the Buyers Choice New Product Award at the California Food Expo,” said Joseph Setton, vice president of domestic sales for Setton Pistachio of Terra Bella. “This is extremely exciting as the expo’s Retail Advisory Council — a select group of retail buyers who represent a diverse range of categories and store formats including Whole Foods Markets, Walmart, Albertsons/Safeway, Bristol Farms and Erewhon Markets — chose the top products from hundreds of entries.”



Also at the booth, the company will be providing an update on the recent pistachio harvest, and how to work through this shorter crop with retailers. It will also be showcasing its new Seasoned Pistachio Kernel varieties and its two new pistachio retail bags — 6oz. lightly salted inshell and 16oz. raw inshell,

“We feel that the New York Produce Show is an ideal way to spend some one-on-one time with local retailers,” Setton said. “It’s a great opportunity to have more in-depth conversations with our customers, without the time crunch that appointments and other trade shows may have. We can really get a grasp on what the retailer may need and which value-add SKUs would be best to expand their produce section selection and increase sales.”

He also sees it as a great way of maintaining Setton’s strong customer relationships.

“We are excited for attendees to sample our new Seasoned Pistachio Kernels, which will also be featured in the New Product Showcase,” he said. “We feel the Setton Farms line of authentically seasoned pistachio kernels represents everything the consumer is looking for when they reach for a healthy snack choice and is a great addition to any retail shelf.”

Setton has exhibited at the New York Produce Show since the first show 10 years ago and always view it as a valuable opportunity to meet with customers.

“We use this show as an opportunity to show off our beautiful new shipper displays,” Setton said. “We have an eye-catching floor display for our new Seasoned Pistachio Kernels with a minimal footprint. It features four shelves of product and comes pre-loaded upon arrival to stores. In addition, our Pistachio Chewy Bite gravity feed is the ultimate grab-and-go display for consumers who need a portable, healthy snack. Attendees can sample all three flavors of our Pistachio Chewy Bites at our booth throughout the show.”

So far, 2019 has been a great success for the company, as it has experienced the largest pistachio

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crop yet, which opened up a lot of opportunities to expand business.

“Consumers are recognizing more and more the value of pistachios as an optimal snack choice and part of a healthy diet,” Setton said. “Pistachios have the second-highest dollar sales in the snack nut category and we expect that trend to continue as consumers reach for pistachios for midday snacks and to add plant-based protein to any dish.”

The pistachio industry is expecting a one-billion pound crop in 2020 and Setton has been continuously expanding its operations in preparation with a systematic approach to growth.

“Our key growth philosophy has been, and continues to be, to expand each and every area of our plant in a balanced way and to be as efficient and effective as possible with no bottlenecks,” Setton said. “Additionally, our commitment to sustainability continues and goes beyond what’s expected, ensuring that nothing goes to waste in our process even as we grow.”

Elsewhere around the company, Setton employees recently raised more than \$71,000 for this year’s Relay for Life, the American Cancer Society’s signature fundraiser dedicated to helping communities combat cancer.

“For the sixth year in a row our team has donated their time and resources, holding fundraisers throughout the year, to raise money and awareness,” Setton said.

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