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**Nichols Farms debuts organic flavored pistachios**

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By

Maggie Hanna

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[Nichols Farms](#) is putting a new spin on its organic in-shell and no-shell pistachios by adding some serious flavor.

“We are the first to market with a full line of in-shell and no-shell flavored pistachios,” said Christine Trageser, senior brand manager for Hanford, CA-based Nichols Farms.

Nichols Farms has released four flavors to its lineup of organic pistachios, which includes maple butter, hot honey, habanero lime and rosemary garlic.

“We try to make them special,” Trageser said. “We look for what consumers are interested in, but also what we love. We’ve crafted some great artisan flavor pistachios.”

Nichols Farms has been growing pistachios and almonds in the heart of California’s San Joaquin Valley for over 60 years. Today, the third-generation family members continue to fine-tune the company’s farming and roasting process, making sure that they’re sustaining the “gold standard” that was set before them.

“They genuinely care about what they are producing,” Trageser said of the Nichols family. “They’re very intent about bringing a great product to market in a responsible and resourceful manner.”

Nichols Farms strongly believes in caring for its people and for its land. It understands the importance of not only preserving the farm and processing facilities, but responsibly improving the business for future generations as well, according to Trageser.

“The culture here is very family-centric, incredibly welcoming and has a good work and home-life balance. In so many ways, the Nichols family really does walk their talk,” Trageser shared.

[Maggie Giuffrida](#)

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## About Maggie Hanna |

Maggie Hanna received a bachelors of arts degree in journalism from the University of Arizona in 2010. After graduating, she went to work for Bauer Publishing — first as an intern for TWIST Magazine and later as an online editor for [4TNZ.com](https://www.4tnz.com). In February of 2012, Maggie accepted the position of assistant editor at The Produce News. Over the years her role evolved to include hosting videos for PNTV and handling the company's social media accounts. In February of 2022, Maggie took a step back from her full-time responsibilities at The Produce News to welcome her first child. She now works as a staff writer for the publication. Maggie and her husband, Grant, and son, Griffin, live in Phoenix, AZ.

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