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Wonderful Pistachios launches 'Remember, They're Wonderful' campaign

November 3, 2023

[Wonderful Pistachios](#) launched a new advertising campaign, “Remember, They’re Wonderful,” to remind consumers that the pistachios they know and love are the ones with the word Wonderful right on the bag.

Wonderful Pistachios offers a wide range of delicious flavors and varieties. The new campaign highlights that everyone knows Wonderful Pistachios delivers the highest quality nuts with consistent taste, texture and flavor that is in fact “wonderful” just as its name suggests.

“Remember, They’re Wonderful” features four 15-second television spots that will air on TV, OTT and digital platforms as an extension of Wonderful Pistachios revitalized “Get Crackin” campaign that launched in January 2023. Now live, “[Reading is Wonderful](#),” “[Literally Wonderful](#),” “Branding is Wonderful” and “[A Wonderful Clue](#)” physically show viewers how to spot Wonderful Pistachios by pointing to the word on the bag.

“We put the pistachio category on the map with our iconic black bag, and now we’ll be making our brand name even more recognizable with this simple yet clever approach to how we are Wonderful,” said Diana Salsa, vice president of marketing for Wonderful Pistachios.

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