
Wonderful® PISTACHIOS



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Wonderful Pistachios named 'Official Snack' of video game festival and tournament

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[Wonderful Pistachios](#) has been named the official snack of Combo Breaker — the second-largest video game convention and tournament series in the U.S. dedicated to competitive fighting games.



Wonderful Pistachios will engage with an estimated 7,000 in-person attendees and additional online viewers to build awareness of the brand's No Shells varieties, including its new No Shells Jalapeño Lime flavor, which are a perfect, guilt-free snack to stay fueled while enjoying esports and video games.

Held annually since 2015 in the greater Chicago area during Memorial Day weekend, this year's event will take place May 24-26. Players and fans can visit the Wonderful Pistachios booth to enjoy sampling of No Shells flavors, capture photo-worthy moments featuring a pistachio costume and enter a giveaway to receive a one-year supply of pistachios.

Video game fans tuning in to CB through the Twitch livestreams will enjoy Wonderful Pistachios' humorous No Shells advertisements featuring Sheldon the tortoise.

The 2023 U.S. Video Game Industry report by Entertainment Software Association revealed that the number of Americans playing video games is strong at 65 percent, with about 212 million weekly players, and encompasses players across all demographics, including gender, race, ethnicity and age, making esports/gaming an appealing audience for Wonderful Pistachios.

“ComboBreaker is at the heart of the grassroots gaming community with a dynamic and diverse

crowd, which is a perfect fit for our brand,” said Diana Salsa, vice president of marketing at Wonderful Pistachios. “Just as each gamer brings their own unique style to the competition, our assortment of pistachios provides a perfect match for every taste preference and allows consumers to snack healthy without having to sacrifice flavors or fun.”

According to a report by MRI Simmons, more than 80 percent of e-sports fans reported that they eat or drink while watching competitive gaming. Wonderful Pistachios, combined with the great variety of flavors, offer protein, fiber and unsaturated fats for a trio of nutrients that may help keep snackers feeling fuller for longer, a beneficial combination for longer gaming sessions.

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