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Setton Farms touts versatility and nutrition of pistachios

By

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While pistachios traditionally don't see the sales boost some other nuts receive during the holiday baking season, [Setton Farms'](#) diverse product portfolio experiences a shift in consumer purchasing.

Joseph Setton, executive vice president of Setton Pistachio of Terra Bella, attributed the holiday interest to the family-owned company's array of innovative products.

"With a lot of families cooking and baking during this time, our Raw Pistachio Kernels are an easy way to add more plant-based protein to appetizers, entrees and desserts," Setton said.

Setton Farms has a line of premium pistachio blends that combine the nuts the family grows with dried fruit, crunchy nuts, seeds and chips. Setton said the blends satisfy snack cravings for savory (Pistachio Nut), sweet (Pistachio Berry) or in-between (Pistachio Pecan) foods.

“These innovative snacks satisfy hunger while running holiday errands or adding a special touch to charcuterie boards with ease,” he said.

Setton Farms Dark Chocolate Covered Pistachios are a special treat during the holidays.

“We coat crunchy kernels with decadent chocolate for a combination that is absolutely addicting,” he said.

During the fourth quarter of the calendar year, the company offers the Setton Farms Burlap Gift Bag. The extra-large dry-roasted and salted pistachios come in a farm-inspired burlap gift bag.

“If we’ve learned one thing in our years of business, it is that everyone loves pistachios,” Setton said. “Wrapped and ready to go, this holiday staple is the perfect grab-and-go gift option.”

Setton suggests pairing the gift bag with a bottle of wine for holiday party hosts, bringing it to gift exchanges or pleasing a hard-to-buy-for family member.

Recent studies have bolstered the image of pistachios as a healthy snack. One study released this spring gives the industry ammunition against pistachios and other nuts being lumped in with New Year’s resolutions to avoid unhealthy/fatty food choices.

The Vanderbilt University Medical Center study tracked people aged 22-36 years old with at least one metabolic syndrome risk factor, such as high blood sugar, cholesterol and blood pressure, and excess body fat around the waist. Twice a day for 16 weeks, the 84 people in the study ate 1 ounce of pistachios and other salted nuts or an ounce of carb-heavy snack, such as unsalted pretzels or graham crackers, according to a news release from the American Pistachio Growers.

The test subjects didn’t alter any other part of their diet, and kept their exercise habits the same, according to the study. Females in the study saw a 67 percent drop in their metabolic syndrome risk score, and males in the study a 42 percent risk reduction.

Another study, in which Cornell University researchers studied antioxidant-rich foods, showed that pistachios have a high capacity for antioxidants. According to the study, people who snack on pistachios and other mixed nuts have better weight control and more efficient use of dietary fat for energy, according to a news release from the American Pistachio Growers.

Considering that some studies suggest up to 87 percent of Americans may still believe pistachios and other nuts will cause weight or body fat gain because of dietary fat or calorie content, the research is important, according to the American Pistachio Growers.

“For those who want the big flavors of potato chips with less guilt and added nutrition, our innovative

line of naturally seasoned pistachio kernels is the perfect choice,” Setton said. “Buffalo Wing and Scorpion Pepper are just a few varieties that feature no shells, no oily residue and great taste.”

Each variety is convenient as a snack but can be added to almost any recipe for added nutrition and flavor.

“In addition, our Organic Inshell and Organic Kernels are expanding the market,” Setton said. “Pistachios had not been represented strongly in the organic section, so these (stock-keeping units) have brought new sales to the category.”

Setton Farms continues to see an interest in a partnership with Tajin seasoning. Introduced in mid-2023, the Tajin and pistachio pairing followed similar partnerships with fruit and Tajin in the produce department.

The popular spice has chilis, lime powder and salt.

“Our retail partners saw the impact Tajin was having in the produce department, reaching new customers every day,” he said. “It spurred such a strong response to Setton Farms’ classic 5-ounce size that Costco requested a 20-ounce value size. Setton Farms has also expanded distribution to Canada and the United Kingdom.”

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