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Company Background

History

Sahale Snacks is a Seattle-based company that makes great tasting, all-natural snacks. Sahale Snacks' Nut Blends, Glazed Nuts and Seasoned Nuts offer a unique, premium snacking experience that lives up to the company's motto: "Snack Better™."

It all started with a climb up Mount Rainier in Washington State in August 2003. The company's founders, Josh Schroeter and Edmond Sanctis, had some beautiful views but nothing delicious to eat. The trail mix and stale nuts they brought on their trip helped to replenish lost energy but did nothing to satisfy their desire for a great-tasting, nutritious snack as adventurous as their travels. The first day off the mountain, Edmond and Josh were in the kitchen experimenting with different combinations of premium tree nuts, dried fruit, and aromatic spices. And Sahale Snacks was born.

The founders named the company after Sahale Peak, near the Cascade Pass in the North Cascades National Park in Washington. It's a beautiful peak with a cool glacier and great views. It's pronounced "sah-HA-lee."

The company's first line of products, Sahale Snacks Nut Blends, are exceptional combinations of premium nuts, dried fruits, and exotic spices, each reflecting a beautiful location, culture or culinary tradition somewhere in the world. They are all natural, delicious, and conveniently packaged.

After humble beginnings in a few Seattle markets, Sahale Snacks grew quickly, and by 2006 was the #1 best-selling natural trail mix in the U.S. (according to AC Nielsen/SPINS), a ranking Sahale continues to hold today. The company's products are available in thousands of outlets nationwide, including natural food stores and coops, supermarket chains, gourmet and specialty stores, cafes, outdoor and recreation stores, wine and gift stores, health clubs and spas, hotels, and more. Top retail accounts include Costco, Whole Foods, Pier 1, REI, Kroger, Hannaford, and Publix.

In 2008, the company added a line of lightly glazed nuts complemented by fruits like cranberries and pomegranate. In 2010, the company added a savory line with fresh herbs and spices. New products always build on Sahale Snacks' commercial and critical success while staying true to the company's mission.

How Sahale Snacks Are Made

Sahale Snacks start with whole ingredients in their natural form, such as cashews, almonds, pecans, pumpkin seeds, and peanuts. The nuts and seeds are dry roasted without added oils and combined with naturally dried and preservative-free (unsulphured) fruits. Then they're accented with fabulous ingredients like balsamic vinegar, Moroccan harissa, lemongrass, organic honey, or pure ground Madagascar vanilla beans.

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Product Awards

Sahale Snacks has received numerous awards and recognition for its snack line. In 2009, *Real Simple* magazine and *Men's Health* magazine recognized the Soledad Almond Nut Blend as a top choice for discriminating snackers, and *Shape* magazine awarded the Cashews with Pomegranate + Vanilla Glazed Nuts with one of its annual "Best Snack" honors. In April 2006, the Valdosta blend was chosen as "Best Nut Mix" in *Health* magazine's Best of Food issue. Additionally, the company's Valdosta blend was selected by some of the nation's top specialty food buyers and retailers from more than 3,500 products as one of four finalists for the Fancy Food Show's "Outstanding Best Seller 2004" industry award.

Benefits of Nuts in the Diet

While dietary fads come and go, Sahale Snacks anticipates continued growth as more consumers focus on healthy, balanced diets with varied sources of protein and "good fats." With many health experts heralding the benefits of nuts, health-conscious consumers are including more nuts in their diets. In July, 2003, the U.S. Food and Drug Administration approved a qualified claim addressing the health benefits of nuts: "Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease." And the FDA's recently revised food pyramid also highlights the importance of tree nuts as part of a balanced daily diet that includes beneficial poly- and mono-unsaturated fats.

The Company Founders

Edmond Sanctis and Josh Schroeter have been friends since 1985, when they met while working as television news reporters. They both pursued graduate studies at Columbia University, where Edmond earned an MBA and Josh received an MS in Journalism and an MBA. Edmond went on to work as an executive in media and technology companies, including eight years as an executive at NBC. Josh worked at NBC News, Time Warner, and was the CEO and founder of Blockbuy.com. The two friends--both climbing enthusiasts--hatched the idea for Sahale Snacks during a climb up Mt. Rainier in August 2003. Edmond and Josh live with their families in the Seattle area and still, occasionally, find time to climb mountains.

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