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Exhibit A



**PARAMOUNT FARMS INTRODUCES
WONDERFUL® PISTACHIOS**
*New Brand Offers a Totally Natural, Guilt Free Snack
And a Bold, Contemporary Look*

LOS ANGELES, July 2008 — Paramount Farms, the world's largest supplier of pistachios and almonds, is proud to announce the launch of Wonderful® Pistachios.

“As the healthful properties of nuts become more widely recognized pistachios have moved to the forefront for their heart health and nutrient properties,” said Dominic Engels, vice president, marketing, Paramount Farms. “And for the first time, thanks in part to the recent introduction of the Wonderful brand pistachios are quickly gaining in popularity against other snack nuts, proving that pistachios are truly the ‘next nut.’”

Wonderful Pistachios offers consumers a new line of delicious, all-natural, guilt-free snacks with a bold, exciting look and contemporary sophisticated packaging. Grown in California, then roasted and lightly salted, Wonderful Pistachios make a deliciously healthy, guilt-free snack.

Pistachios Are the Skinny Nut

Naturally cholesterol free, pistachios are heart-healthy, nutrient dense and one of the lowest calorie, lowest fat nuts. Dubbed the “skinny nut” by nutrition experts, pistachios yield the most nut per serving: 49 pistachios in a 1-ounce serving compared to just 23 for almonds. Just a handful of pistachios – about 30 kernels – offers a deliciously satisfying 100-calorie snack. A 1-ounce serving of pistachios offers a number of important health benefits including:

--more--

- **Heart-Health Benefits:** Pistachios are included in the FDA's qualified health claim, which states: Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts such as pistachios as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease.
- **Weight Management Benefits:** 30 pistachios make a delicious, healthy snack for about 100 calories. Offering important nutrients like fiber and protein, pistachios make a satisfying snack.
- **Nutrient Density:** A 30g serving of pistachios is an excellent source of vitamin B6, copper and manganese and a good source of protein, dietary fiber, thiamin, and phosphorus.
- **Antioxidants:** Pistachios contain more than 10 different beneficial antioxidants—including resveratrol, lutein, quercetin and naringenin.

About Wonderful® Pistachios

The Wonderful Pistachios brand features upscale, premium packaging and a bold contemporary look, appealing to a sophisticated, health-conscious consumer. Wonderful Pistachios are grown in Lost Hills, California, part of the San Joaquin Valley, the agricultural heartland of California. Grown, processed and packaged by Paramount Farms, Wonderful Pistachios are available at retail outlets and grocery stores nationwide including Albertsons, Giant Eagle, Kroger, Safeway, Vons and Wegmans; and are available in a variety of sizes. For more information, visit www.WonderfulPistachios.com.

About Paramount Farms

Paramount Farms is the world's largest vertically integrated supplier of pistachios and almonds, and the company's 30,000 acre pistachio orchard, located in California's San Joaquin Valley, is the largest in the world. Dedicated to quality, Paramount Farms has pioneered advances in orchard management and state-of-the-art processing, packaging and delivery technologies and is the first nut supplier in the U.S. to receive ISO 9000 certification. Paramount Farms' pistachios can be found in the produce department of grocery stores nationwide sold under the Wonderful® and Everybody's Nuts!® brand names.

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Exhibit B



FROM **OUR TREES** TO **YOUR HEARTS**



Paramount Farms
Pistachios & Almonds





Under the watchful eye of Belridge Ranch Manager Rob Baker, Paramount almonds ripen in the California sun.

> It all begins in California



> We're American farmers — we farm 13 million individual trees, on 125,000 acres, and safely bring 450 million pounds of nutritious nuts to families globally.

PARAMOUNT FARMS

From Our Farm to You

It all begins in California — on the plentiful trees in Paramount Farms' orchards, expansive parcels of land that stretch across the fertile valley floor of one of the world's legendary farming regions.

Here in the San Joaquin Valley, the warm days and cool nights work in harmony with the region's naturally rich soils to create perfect growing conditions for the perfect snack — heart-healthy, fiber-rich nuts loved by consumers around the globe.

Paramount Farms is the world's largest grower and processor of almonds and pistachios; in tandem with our grower partners, we farm 125,000 sunny acres (50,000 hectares) that deliver 450 million pounds (204 million kgs) of nuts. Our specialty crops are grown, processed and marketed under one entity, Paramount Farms, ensuring the finest quality every step of the way — from our trees to your hearts.

We may be big, but we also understand that with size comes responsibility. Paramount Farms

embraces its role as an industry leader with an eye towards the future. Our environmental stewardship and socially responsible approaches mean sustainable growth for years to come — not only on our land, but in our communities and among our employees, vendors and customers.

We're American farmers — the first link in a modern supply chain that keeps grocery stores filled with nutritious, safe and authentic foods for families everywhere. But our jobs aren't finished once

> 125,000 acres
50,000 hectares

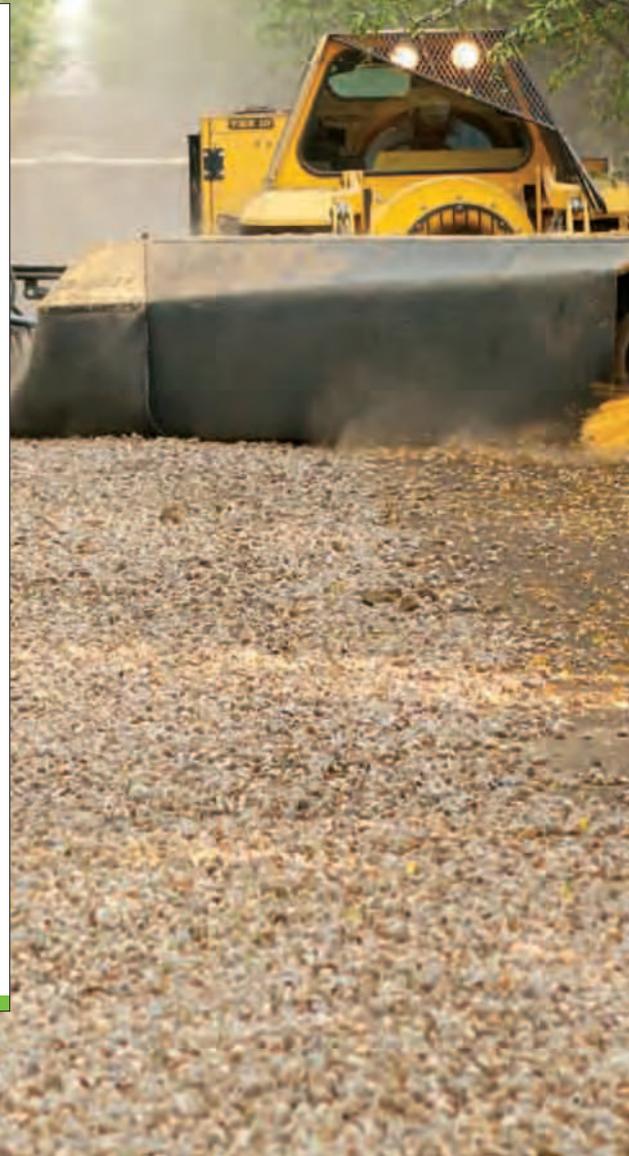
> 450 million pounds of nuts sold globally
204 million kilograms



we have grown and harvested our nuts — in fact, that's only the beginning. We process and package our pistachios and almonds ourselves, using the most sophisticated techniques available, guaranteeing that Paramount Farms nuts meet the highest quality and food safety standards.

Closing the loop is a global marketing and sales effort that informs and educates consumers about the goodness of pistachios and almonds in their diets — from creating attention-grabbing ad campaigns to developing health advisory boards filled with nutrition experts who advocate the role of nuts in a healthy diet.

From our plentiful trees in California to healthy hearts around the globe, we strive to have our nuts take their rightful place on the shopping list.



OUR MISSION

We aspire to provide our customers with consistently superior quality, food safety and service by holding ourselves to standards far beyond our direct competition.

We strive for environmental sustainability in our processes, technologies and packages by conserving energy, water and other resources.

We are proud to grow and process healthy products for healthier lives. And every day, we try to make them better.

FROM OUR TREES TO YOUR HEARTS





Our new methods of sweeping almonds reduce dust and improve air quality during harvest.

> Paramount Farms built and installed one of the country's largest solar fields, delivering about 15% of the total power in our primary processing plant.

SUSTAINABLE FARMING

Modern Approaches to Age-Old Practices

As farmers, ensuring the health and productivity of our land for future generations is as intuitive for us as rising with the sun — a value that is deeply ingrained in our culture.

Sustainability is a daily commitment in our orchards. At Paramount Farms, sustainable agricultural practices span the life cycle of our products, starting with water-efficient irrigation and bio-rational pest control in the orchards. Our Geographic Information Systems capability allows us to track these and all field activities, from pollination to harvest, by mapping more than 13 million individual trees.

Our dedication to sustainability means we cultivate, propagate and harvest our crops using the industry's most environmentally innovative methods, and we evolve as new technology emerges to deliver updated and even more efficient approaches to growing our naturally healthy nuts.

In partnership with industry leaders and universities, Paramount Farms invests millions of dollars in research, technology and talent to increase yields and improve quality while minimizing our impact on the earth.

And in our nursery, entomological lab and tissue culture lab, we conduct our own long-term research projects that help keep us at the cutting edge of the industry. Despite all our technological advances and research efforts, Paramount Farms nuts are not genetically modified (non-GMO).

Paramount Farms is an industry leader in Good Agricultural Practices (GAP) and we have integrated the GAP checklist process in all crops, with an emphasis on field sanitation and food safety.

But our commitment to the environment goes beyond the orchards: Paramount Farms built and installed one of the country's largest solar fields, delivering about 15% of the total power in our primary processing plant.



We Minimize our Carbon Footprint



We Use Recycled Materials



We Conserve Water and Energy

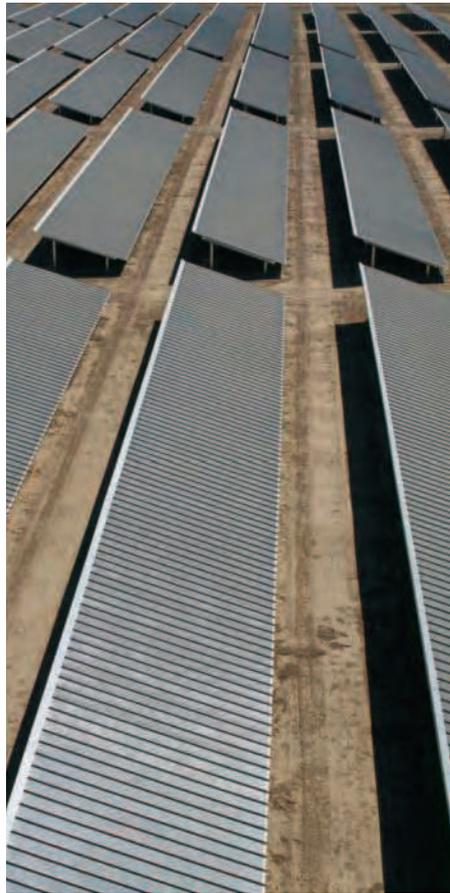


FOR THE PLANET.

MEMBER



Responsible irrigation



Powered by solar



Safe crop control

WATER STEWARDSHIP

We believe water is the most important issue facing California farming today, and have invested nearly \$25 million in learning how to irrigate better. In the orchards, we're already using the most modern methods available, monitoring and adjusting water usage hour by hour based on real-time data such as soil moisture, temperature, solar radiation, humidity and wind. These measurements dictate precise information on when to irrigate and how much water should be used. But our trees are the best indicator as to how our technology is working, and we visually inspect our orchards daily, and often hand-measure their moisture levels. This personal attention ensures our trees are getting just the right hydration, keeping them healthy and productive — without wasting a drop.

ENERGY EFFICIENCY

We've been operating under solar power at Paramount Farms since 2007, when we opened what was then the largest single-site, privately owned operating solar plant in the U.S. The 1.1 mega-watt, \$7.5 million solar plant supplies about 15% of the energy that our primary processing facility uses each year. The alternative power generated by the plant eases the burden on our local power supplier and on the California power grid while reducing fuel consumption and greenhouse gas emissions. Energy generated by the plant also contributes to the municipal power grid, supplementing the city's power supply. Paramount Farms also invested \$2.5 million to install our own power substation in our Lost Hills facility, reducing consumption from the state's power grid by 25%.

NON-TOXIC INSECT CONTROL

Our growers use a number of alternative insect control methods developed by our sister company, Suterra, including mating disruption pheromones and insect growth regulators in tandem with an understanding of the life cycles of pests and their interaction with the environment. We also deploy pheromone control programs to target specific pests while protecting pollinators and beneficial insects. In some cases, we also use mechanical controls, including pheromone trapping and lures to reduce insect populations, or the targeted use of non-aerosol, "flowable" pesticides that are administered via water irrigation systems for precision applications.



> During harvest, our pistachios go from tree to silo in under 24 hours, never touching the ground.

THE HARVEST

Reaping the Reward

A lot has changed in farming since the days of horse-driven plows; today we benefit from technologies that bring efficiencies and quality assurance to the process that our parents and grandparents could only dream about.

But some things have stayed reassuringly constant over the years. In Paramount Farms' pistachio and almond orchards, our nuts always peak in the cool, clean air of California autumn, a time when the sun is lower in the sky and sets a brilliant orange a little earlier each evening.

Harvest is a busy time at Paramount Farms — and a critical time for ensuring our nuts maintain their highest quality. The careful handling of our pistachios and almonds is vital, from the moment they are shaken from the tree to the time they are loaded for transport around the world.

Food safety and quality assurance measures are incorporated throughout the process, beginning in the orchards at harvest. These measures have evolved and improved over time, and Paramount Farms uses the



Pistachios are shaken from their trees, never touching the ground, and then moved by conveyor to trucks ready to transport them for processing.

most modern equipment and advanced methods available to farmers today.

During harvest, our pistachios go from tree to silo in under 24 hours — a critically important period of time that can determine the quality of the crop. Paramount Farms prides itself on its processing method; we believe it is one of our most important points of difference with an approach unlike any other processor in the world.

Our unique ability to safely store our nuts for long periods creates a steady supply of pistachios and almonds throughout the year and from one growing season to the next. Pistachios were once considered a seasonal nut, but the innovative work by Paramount Farms' operations team means consumers can enjoy them year-round.



Storing pistachios in silos extends their freshness for market.



PISTACHIOS

Paramount Farms pistachios never touch the ground once they're shaken from the trees. Instead they are gathered in catch frames that are quickly emptied into large bins and trailers and sent immediately by truck to our processing facility where they are cleaned and hulled. Once cleaned, our pistachios dry using our Sun Curve method, which mimics nature's gentle warming during the day and cooling at night, used by generations of farmers to reduce moisture inside the nut while allowing us to be efficient on a much larger scale. The nuts are then loaded into a dry silo, where they remain safely stored until ready for processing.



ALMONDS

Almonds are given the same level of care and attention: Shaken from the trees, and after drying in the orchards, the almonds are swept up using a specially built harvester designed to reduce the amount of dust historically released into the air during the almond harvest. Our almonds are transported to Paramount Farms' custom-built hulling and shelling facility, where they are separated by variety and then cleaned, hulled and shelled. Like pistachios, almonds are dried slowly to minimize the moisture naturally occurring inside the nut, then put in cold storage until ready for processing.

PISTACHIOS BY THE NUMBERS

TOTAL BEARING ORCHARDS:

Approximately
78,000 acres / 31,500 hectares

VARIETY:

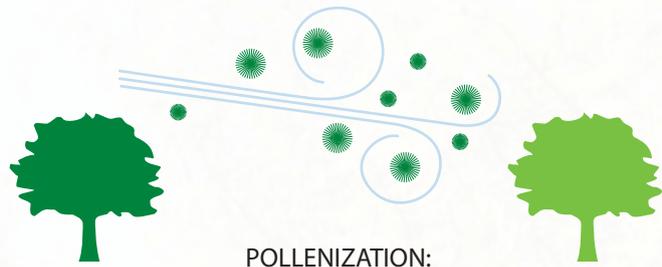
Kerman (known for its plump
size and cream-colored shell)

TREE AGE BEFORE BEARING:

Six to eight years; full bearing
is reached at 15 to 20 years



paramountfarms.com



POLLENIZATION:

When the bloom appears in April, pollen from
the male pistachio trees is carried by the wind
to the female pistachio trees.

GROWING SEASON:

April to August

The last 4–6 weeks is the
critical phase of the kernel's
growth ("nutfill") and makes
it difficult to estimate the
crop size until harvest.



HARVEST:

September to October

ALMONDS BY THE NUMBERS

TOTAL BEARING ORCHARDS:

Approximately
47,000 acres / 19,000 hectares

VARIETIES:

Nonpareil, Monterey,
Butte Padre

TREE AGE BEFORE BEARING:

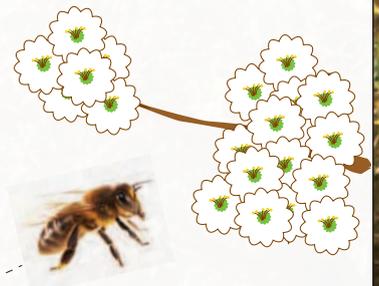
Three years; an almond tree
will bear for 20–30 years



paramountfarms.com

POLLENIZATION:

Bees are released into the orchards
when trees flower to deliver pollen.



GROWING SEASON:

February to August



HARVEST:

September to October

> We are currently executing a \$150 million multi-plant modernization. It is part of a five-year, \$300 million capital expenditure program that adds capacity, capability and food safety measures.

PROCESSING

Preparing our Nuts for Market

Our Paramount Farms nuts owe their characteristic taste and crunchy texture to California's sunny climate and fertile soil, of course, but their rich, distinctive flavor is due to a processing approach that is unrivaled in the industry.

Designed with speed and accuracy in mind, Paramount Farms' processing facilities are located strategically to put them as close to the source as possible. Our facilities are equipped with the most advanced processing

technology available, allowing us to efficiently sort, grade, process, roast, flavor and package billions of nuts each year. Once packaged, our nuts are housed in cold storage facilities to maintain ideal conditions until they are shipped.

We are preparing for future growth in our orchards. In 2009 we put the finishing touches on our \$24 million, 22,800-square-foot almond processing plant, a modern marvel equipped with the most current food safety features available

today. And moving forward, we've put into place a five-year, \$300 million capital expenditure program for both almonds and pistachios, focusing on plant improvements to add capacity, capability and food safety measures.

Above all, Paramount Farms is committed to providing the highest-quality nuts to our customers and consumers worldwide, and that includes our pledge to meet or exceed all FDA and USDA standards for food safety.

> 4 plant locations to process the crop



> 1,300,000 square feet to process the crop
118,000 square meters



Lost Hills



King Facility



El Dorado



New Columbia: Operational 2012

DRY-ROASTED PISTACHIOS

Once they've been pulled from our silos, Paramount Farms pistachios are sized, sorted and graded according to USDA standards. Using custom-designed equipment built by our own in-house engineers, the nuts are then carefully cleaned then hand-sorted and inspected by our team. Roasting in-shell and shelled pistachios is both an art and a science — one that Paramount Farms has perfected over the years using precision timing and temperature zones. We use no oil in our roasting process, making our nuts some of the healthiest savory snacks available on the market.



> Industry-leading pasteurization techniques



New Pasteurizer delivers a 5-log reduction of pathogens



Freshly harvested pistachios in our hullers.

MANUFACTURED ALMONDS

Paramount Farms grows and processes a number of varieties of almonds for a range of consumer and industry use. Once they are pulled from cold storage and sent for processing, our almonds are scanned, screened and hand-sorted to ensure only the best almonds are pasteurized and packaged for market.

In addition to raw and roasted whole nuts, Paramount Farms has the unique ability to provide customers with manufactured almonds processed to their exact needs — blanched, raw or roasted; sliced, slivered or diced.

FOOD SAFETY AND QUALITY

Protecting the Food Chain

Food safety has always been more than a core competency at Paramount Farms. It's been a point of pride. The health and wellness of our customers and consumers is a priority for everyone who comes into contact with our pistachios and almonds.

We process all our almonds and pistachios in entirely separate facilities, eliminating the possibility of allergen cross-contamination. Our dedicated Food Safety, Quality Assurance and Quality Control teams focus only on maintaining the highest-quality nuts. Food-safety awareness training is mandatory at all levels of our organization, and our food-safety outreach program invites academic and food safety experts to regularly review our internal systems and procedures.

Paramount Farms has also long employed Good Manufacturing Practices (GMPs), including:

- Test, hold and release program for all ready-to-eat products
- Hand sanitizers, foot baths and other measures incorporated into all ready-to-eat areas
- All plant facilities have dedicated sanitation teams
- Weekly environmental swabbing at more than 600 food contact and non-contact points
- State-of-the-art pasteurization equipment and processes for both pistachios and almonds
- Third-party quality testing of key product attributes
- Contracted with accredited ISO-17025 third-party laboratory with on-site microbiological testing. Capable of adhering to U.S., E.U. and other international testing protocols
- Pest monitoring and prevention program supported by dedicated staff and third-party contractors



All facilities
BRC-certified
through TUV
NORD Group.



Pistachios sorted by lasers.



Almonds undergo steam pasteurization.



Our people make us special. Grower Relations General Manager Andy Anzaldo in Lost Hills.

> We process all our almonds and pistachios in entirely separate facilities, eliminating the possibility of allergen cross-contamination.

- Comprehensive internal audit program
- Extensive second- and third-party audit qualifications, including BRC certification through TUV NORD Group

We've taken several additional steps to ensure the safety of our nuts through an extensive redevelopment program in our facilities: Metal buildings have been replaced by concrete structures, high-efficiency particulate air (HEPA) filtration systems now eliminate airborne contaminants, X-ray technology has been incorporated into our packaging lines, and our wet-slurry aflatoxin lab was custom-built to meet stringent European Union regulations and uses high-performance liquid chromatography (HPLC) in testing.

Our lot control program allows us to track individual lots from source to end delivery, and periodic mock recalls are conducted to test lot-tracing controls. These measures all help ensure that our customers receive the safest foods available.



Monitoring production specifications at our manufactured-almond facility.



Hand sorting is our final quality check.



Pistachios are tested for aflatoxin to ensure food safety.





Our Global marketing and sales team led by Sales VP Mark Masten and Marketing VP Dominic Engels.

Get Crackin'



getcrackin.com



Wee-Man

> In the last 4 years we have spent over \$80 million on marketing pistachios and almonds.

MARKETING AND SALES

Growing the category

How does a company turn a once-ho-hum agricultural commodity into a well-known (some might say sexy), international brand? With a smart, integrated marketing program that leverages Paramount Farms' in-house, award-winning marketing, advertising and public relations teams to create campaigns that have lifted category sales year-over-year.

GET CRACKIN': AWARD-WINNING ADVERTISING AND PR

Quickly becoming the centerpiece of our brand identity is our award-winning "Get Crackin'" advertising campaign, conceived by our in-house agency and supported by our Public Relations (PR) team.

On its way to becoming as iconic as the dairy industry's "Got Milk?" promotion, the "Get Crackin'" campaign features pop culture denizens demonstrating how they crack open a pistachio in their own tongue-in-cheek fashion.

Launched in 2009, the "stars" of the commercials the first year included unexpected yet buzz-worthy talent, including one-time Sarah Palin clan member Levi Johnston (covered by CNN, MSNBC and Fox News) and Jackass personality Wee-Man, who were seen around the U.S. and in Germany.

The result? Lots of online and offline chatter about pistachios and an 85% year-over-year increase in sales — beating out peanuts by almost two to one.

We expanded our reach in the second year, adding Canada, Mexico, France, the U.K., India and China to the ad-buy mix. Our use of reality TV sensation Snooki from Jersey Shore and disgraced former Illinois governor Rod Blagojevich built momentum both for the brand and the campaign — and upped our worldwide marketing investment to \$75 million.

The unprecedented effort of the "Get Crackin'" campaign, one unheard of for pistachios just three short years ago, allows us to effectively use marketing and public relations to create demand for the pistachio category far beyond that of a typical commodity.



Levi Johnston



Rod Blagojevich



Snooki

EVANGELIZING GOODNESS: PISTACHIO HEALTH

Integral to our global marketing efforts is passionately communicating the goodness of eating pistachios — creating a healthy halo around our nuts by evangelizing pistachio health in new ways to new geographical areas and cultures.

Paramount Farms understands the consumer's desire for healthy, nutritious offerings and we know that California pistachios meet this need as a healthy snack option.

Our success has been in relaying this message to consumers and other influencers to help spread the word — dietitians, fitness experts, personal trainers, nurse practitioners and doctors. These health professionals are essential to our outreach, taking sound science and communicating it in a way that encourages consumer belief and behavioral change.

Helping to spread the word authentically is our team of leading health and nutrition experts who comprise our Scientific, Consumer and Fitness advisory boards. We also participate in key events for health professionals, including the American Dietetic Association's Food & Nutrition Conference & Expo, Dr. Weil's Nutrition & Health Conference and several state dietetic meetings.

And our non-branded website, PistachioHealth.com, continues to advance our effort — communicating the goodness of pistachios to nutritional experts and consumers and offering tools and resources including the Health Nut blog, Ask the Expert and printable handouts. As a leading pistachio health resource, PistachioHealth.com reaches a global audience of health professionals and consumers, and is available in 12 languages.

Finally, our investment in sound research is the foundation for all our communications efforts. Paramount Farms supports the vast majority of pistachio studies in the core areas of cardiovascular health, weight management and functional nutrition.

Heart Health:

Two research studies were published this past year adding to the mounting evidence that pistachios are a heart-healthy snack. The first study, from UCLA, was conducted by Scientific Advisory Board (SAB) members Drs. David Heber and Zhaoping Li. The study compared the impact of snacking on pistachios versus pretzels and found that pistachio snackers experienced measurable cardiovascular support compared to those who snacked on pretzels.

Weight Management:

New research from UCLA, recently published in the *Journal of the American College of Nutrition* found that choosing to snack on pistachios rather than pretzels can help support body mass index (BMI) goals.

A second study from Eastern Illinois University, conducted by SAB member Dr. James Painter showed that in-shell pistachios are a mindful snack. The shell helps to slow consumption, reducing overall calorie intake by 41% compared to when snacking on shelled nuts. His research also shows that the pistachio shell acts as a visual cue, reminding snackers of their consumption, reducing intake by 23%.

Functional Nutrition:

A recently published study by Italian researchers reveals that pistachios pack in a variety of beneficial antioxidants and phytonutrients commonly found in tea (catechins), fruits, vegetables, red wine (anthocyanins) and soyfoods (isoflavones). The researchers conclude that pistachios are one of the best sources of antioxidants among plant-based foods.





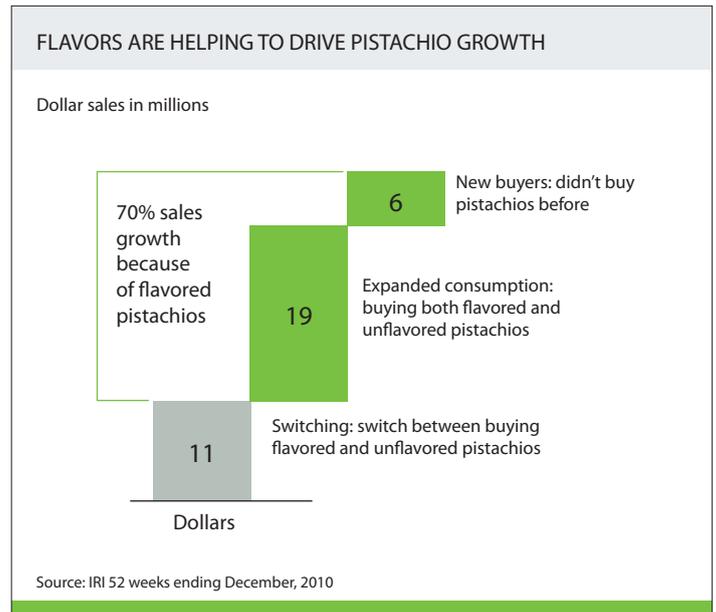
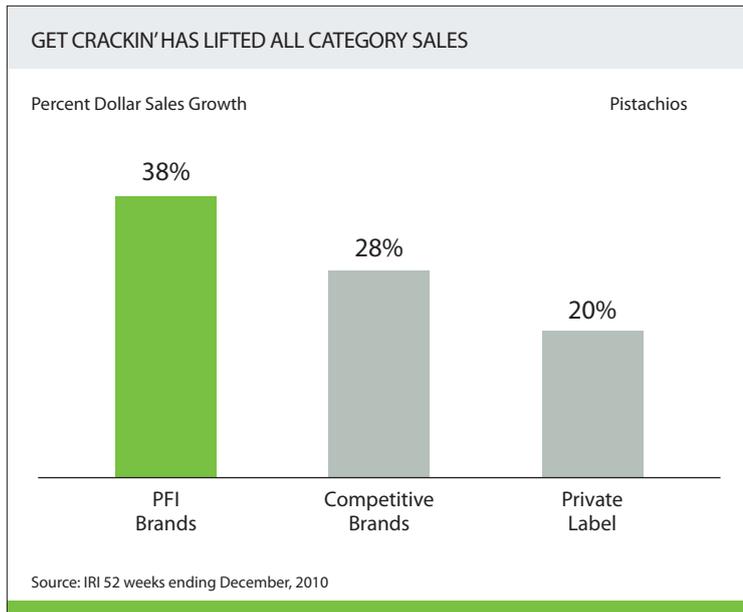
Pistachios are packed with vitamins and minerals essential to good health.

CUMULATIVE NUMBER OF PISTACHIO HEALTH STUDIES PUBLISHED EACH CROP YEAR



SALES LIFT THROUGH INVESTMENT AND INNOVATION

The advertising and public relations left behind Paramount Farms' brands have strengthened the entire pistachio category — lifting sales to remarkable levels. Our investment in delivering new experiences to the consumer, including our flavor innovation work that has brought a new zest to the growing pistachio market, continues to attract new buyers while helping us sell more product to our core consumer.



LOCALIZING OUR EFFORTS

We continue to develop a market overseas, significantly expanding our global reach for both industrial and retail products to Mexico, Canada and Europe, as well as to China, India, South America and the Middle East. Our efforts have allowed us to decentralize our sales and marketing approach, and give more weight and momentum to these growing markets.

But this doesn't mean we've just opened offices in these markets to advance our sales, marketing and PR efforts. In Europe our representatives speak five languages and understand the Continent; Asian nationals represent us throughout China and in India; and our local team of native speakers understands the role of pistachios in Indian culture.

Part of localizing our efforts also means offering our customers a range of products packaged in a number of ways that suit their specific commercial needs around the globe — from “super sacks” to full-pallet triwalls, to bags in box bulk cases. Our highly tailored consumer packaging includes vertical form-fill-and-seal pillow and flat-bottom bags, stand-up pouches, zipper-seal packaging, tubs and folding cartons that appeal to a range of markets.

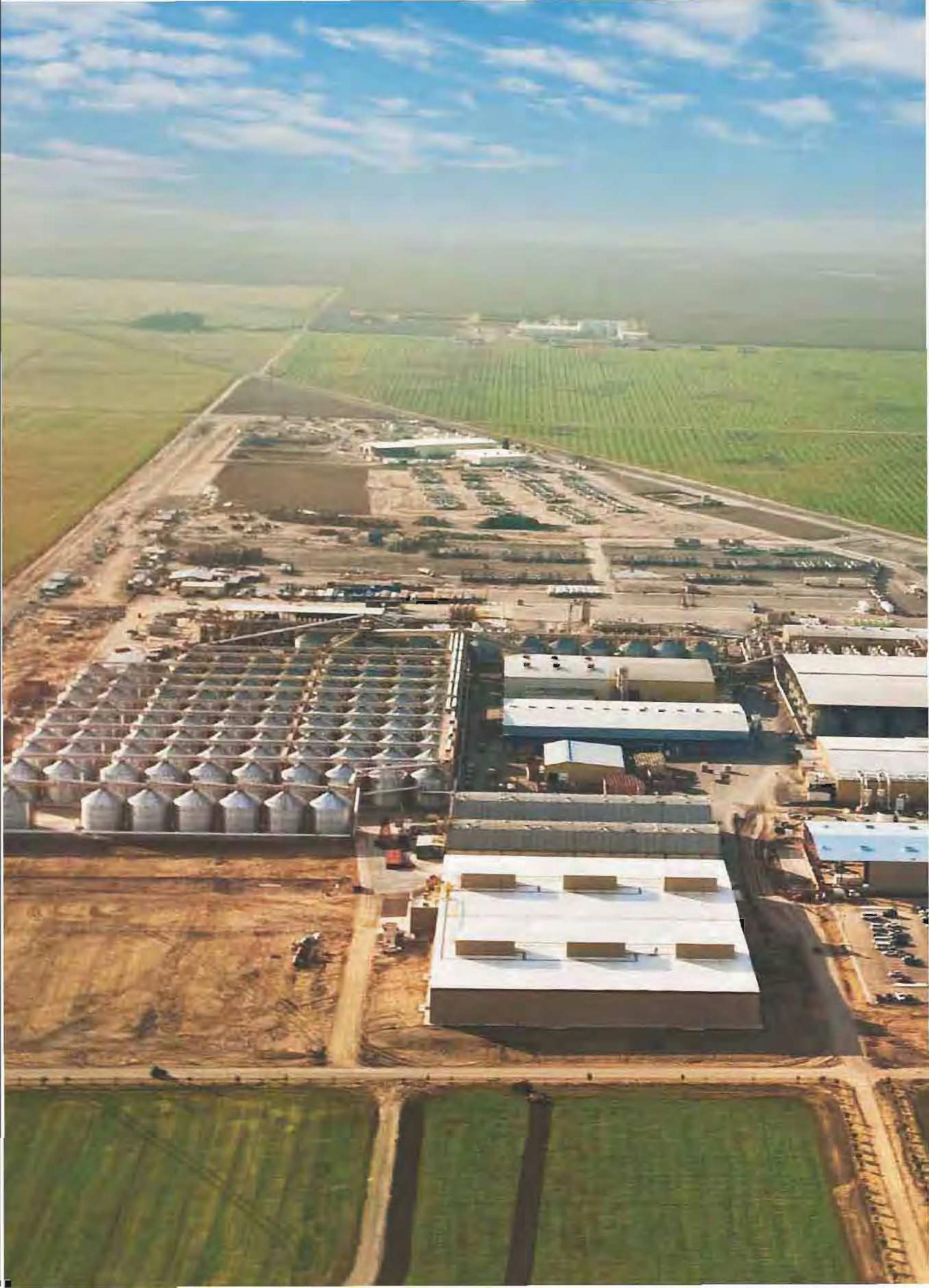
As Paramount Farms continues to expand into the global market and further develop the pistachio category, the role of advertising and PR expands with it, along with our investment in health research and messaging, and the localization of resources and products in the market.



OUR POINTS OF DIFFERENCE

Our approach to bringing pistachios and almonds to the global community is unmatched in the industry. As farmers and businessmen, our core competencies go beyond capability, capacity and food safety; we are committed to sustainable farming and to growing consumer demand into the future.







Paramount Farms
Pistachios & Almonds

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