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NONNI'S FOODS ACQUIRES THINADDICTIVES® PREMIUM COOKIES
Biscotti Baker Expands Offerings with the Addition of V.I.S. Inc. Baked Goods

CHICAGO, (Jan. 23, 2012) – Nonni's Foods LLC, the leading baker of premium biscotti in North America, announced today the acquisition of THINaddictives® Almond Thins from V.I.S., Inc. The acquisition was completed on Jan. 17, 2012, and includes the THINaddictives® brand and the company's state-of-the-art baking facility in Ville St-Laurent, Quebec.

Nonni's Foods LLC bakes and markets the only biscotti brand sold nationally through grocery, club, mass and drug channels. Nonni's Biscotti is based on an original recipe brought from Italy by the grandmother of the company's founder. Majority owned by Wind Point Partners private equity firm, the company has experienced significant growth over the past seven years and recently added Biscotti Bites and Mini Biscotti to its already successful long stick biscotti product line.

Made from a cherished family recipe, thinly sliced THINaddictives® brand Almond Thins deliver light, sweet taste and better-for-you nutrition. "The THINaddictives® brand is a strong strategic fit with Nonni's, which complements our successful biscotti business and allows us to expand into the fast-growing thin cookie segment, giving us two growth brands within the premium cookie category," said Dave Bere, CEO of Nonni's Foods.

Established in Canada, the THINaddictives® brand is currently available in Cranberry Almond, Pistachio Almond and Chocolate Almond flavors. The cookies are made with premium ingredients, including whole almonds and pistachios, real fruits and select chocolates. To ensure and maintain a fresh, light taste, cookies are individually wrapped in freshness packs before final packaging. Each cookie is a pure, low-calorie, no-oil-added snack that looks and feels handmade – with no two cookies exactly alike.

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“Nonni’s Foods has shown an unwavering commitment to quality across its total organization. I am excited to join the leader in the premium cookie category in North America to aggressively expand both product lines through strong marketing and cross-selling synergies,” said Robert Sigler, president of V.I.S. Inc.

The relationship with Wind Point Partners will enhance the company’s ability to realize plans for continued expansion. “It’s been a strong year of growth for Nonni’s Foods and we look forward to future acquisitions that can provide long-term, strategic value,” said Mark Burgett, managing director of Wind Point Partners.

About Nonni’s Foods

Founded in 1988, the Nonni’s Biscotti brand uses the original family recipe including real eggs, butter and gourmet bittersweet chocolate that gives the biscotti a light, crunchy texture that is delicately sweet. The devotion to quality ingredients has been the foundation for the continued success of the company. Nonni’s Biscotti is the number-one selling biscotti in the country and the only national biscotti brand sold coast-to-coast. For more information, visit www.nonnis.com

About V.I.S. Inc.

V.I.S. Inc. was established in 1997 in Montreal and built on the foundation of a 50-year-old, beloved family recipe that originated in Europe, with V.I.S. Inc. President Robert Sigler’s mother, Gertrude Sigler. Marketed under the THINaddictives® brand name, THINaddicted fans continue to make these unique cookies a success.

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