

Snack Away the Stress of the Season



with Heart-Healthy Pistachios!

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MOVE OVER TURKEY, PISTACHIOS CAN HELP BATTLE THE STRESS OF THE SEASON!

**Groundbreaking Research on Pistachios Comes In Handy for the Holidays
When 76% of Americans Claim They're Stressed Out!**

FRESNO, CA— November X, 2007—Each holiday season, the turkey and its sleep-inducing L-tryptophan gets all the attention for its 'chill-out' properties, but what many people don't realize is that adding a daily dose of pistachios to their diet can help battle the stressors of the season. Sound too good to be true?

According to a groundbreaking study conducted by nutrition researchers at Penn State University earlier this year, eating pistachios may reduce your body's response to the stresses of everyday life. In fact, 76% of Americans claimed they felt stressed out during the winter holidays, according to a new national consumer study conducted by Kelton Research for the Western Pistachio Association. Instead of choosing more healthy alternatives, 34% turned to alcohol; 44% claimed they ate too much; 25% said they stopped answering calls; 21% cancelled social engagements; and 14% even called in sick to work just to cope! The experts now recommend an even easier ingredient to cope with holiday stress—snacking on pistachios!

The Penn State study, "Pistachios May Calm Acute Stress Reaction," led by nutrition scientist Dr. Sheila G. West, found that even though elevated reaction to stressors are partly genetic, lifestyle changes, along with a healthy diet and exercise, can lessen the biological reactions to stress. Pistachios, when eaten in both 1.5 ounce and 3 ounce servings, resulted in study participants experiencing a substantial reduction of the biological effects of stress—diastolic and systolic blood pressure.

"There isn't any secret weapon to eliminating the every day stresses of life like a hectic schedule, emotional reactions or managing a busy family or work situation," said Dr. West, Associate Professor of Biobehavioral Health at Penn State University. "However, when you experience stress, a very common side effect is an elevation of blood pressure which can be dangerous—especially if it's chronic or undetected.

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This study of the effect of pistachios on diastolic and systolic blood pressure shows a direct correlation on the biological effects of stress on the body. My team and I were able to demonstrate that one to two servings of pistachios can significantly help the body's blood pressure drop, allowing the heart's workload to decrease.” As a nutrient dense food, pistachios have recently been praised for numerous health benefits including being a naturally cholesterol-free food that has just 1.5 grams of saturated fat per serving. Pistachios are a great source of protein and potassium and provide more dietary fiber than any other nut.

Do the Holidays Have YOU Stressed Out?

The Western Pistachio Association teamed up with renowned nutritionist Dr. Constance Geiger, PhD, RD, CD to offer the top 10 tips to minimize stress of the season and stay healthy in 2008.

“The winter months are often be equated with lots of stressful scenarios—holiday shopping, family commitments, work deadlines, hectic travel and countless other obligations,” said Dr. Geiger. “The Penn State study is a great confirmation on what we’ve always known—pistachios are a terrific, heart-smart food that offer a lot of great nutritional benefits. Many people overeat this time of year—grabbing a handful of pistachios to snack on before you head to a party is a great way to stave off extra calories and feel satisfied so you don’t binge.”

The holidays are supposed to be a time to enjoy the gifts of spending time with friends and family. The Western Pistachio Association and Dr. Geiger also offer these helpful tips:

- 🥜 For holiday shopping trips, pack a handful of unsalted pistachios, some fresh fruit, cut-up vegetables or string cheese sticks to help you avoid impulsive, less healthful snack choices.
- 🥜 Keep a supply of water handy to stay hydrated. If you are dehydrated, you will feel hungrier.
- 🥜 During the holidays it’s easy to eat too much salt or sodium. Use the Nutrition Facts label to choose foods that are lower in sodium, like pistachios, fruits and vegetables.
- 🥜 Also use the Nutrition Facts label to choose foods lower in saturated fat and cholesterol, like fish, bean dips and whole grain foods.
- 🥜 Before heading out the door to a holiday soiree, eat a handful of pistachios and sip a calorie-free beverage so that when you arrive, you are not so hungry that you overeat.
- 🥜 At parties, choose small portions of 2 to 3 favorite items and some fruits and vegetables, and then focus your attention not on your plate, but on enjoying the company of your friends.

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- 🥜 When dining out for holiday celebrations, opt for steamed, grilled or broiled dishes instead of those that are fried or sautéed. Ask the waiter to bring the bread (without butter) with the entrée instead of before the entrée is served. Order an appetizer as your entrée and a salad with the dressing on the side or a cup of soup.
- 🥜 Take half of the restaurant meal home to eat for the next day's dinner. This will save you calories, time and money.
- 🥜 While running holiday errands, park further away from the stores so you get in more steps. Take the stairs instead of elevators.
- 🥜 Take a walk with family or friends and discuss how to coordinate holiday efforts so you're not overwhelmed. For more information on pistachios, visit the Western Pistachio Association's website westernpistachio.org.

** The Western Pistachio Association Survey was conducted by Kelton Research between October 30—November 1, 2007 using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population age 18 and above. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.*

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