



Questions You May Have about Kettle Foods and Diamond Foods

We know people are curious about this news about Diamond Foods agreeing to buy us. Here are answers to some commonly asked questions. If you have any additional questions, [let us know!](#)

Q: Why is Kettle Foods a good fit with Diamond Foods?

A: It's a perfect fit. Potato chips, nuts and popcorn are three of America's most popular, natural snack foods. Diamond and Kettle Foods share a history of flavor innovation and premium product quality. Plus, with Diamond's reputation for investing in new product development and creative marketing, we'll be able to expand our reach and make Kettle Brand® even more accessible for all our fans.

Q: Who is Diamond Foods?

A: [Diamond Foods](#) is a great company with deep respect for what we've done with the product and our community. It is a publicly traded company with deep roots in the nut industry, helping 1,700 walnut growers -- most of which are family farmers -- market their crops under the Diamond brand. It's also built a reputation for premium quality with two additional snack brands, [Emerald Nuts®](#) and [Pop Secret®](#) popcorn.

Q: Will the new owners change my chips?

A: We're glad you like our products! Diamond bought us because they love our chips too!

Q: Will Kettle Brand® maintain its commitment to all natural ingredients?

A: Diamond is buying Kettle because it is a great product. They respect what we've done with the brand and want us to continue to be successful.

Q: What's going to happen to your employees?

A: It's not just a brand Diamond is acquiring but the facilities and talented people that share a passion for making the best tasting potato chips in the world. Our people remain our biggest asset and Diamond doesn't have a potato chip business today, so we need Kettle's passionate and capable people, and our factories, to continue making the great tasting, all natural potato chips you love.

Q: With new owners, will Kettle Foods maintain its commitment to sustainability?

A: There's no doubt; it's part of our DNA. From solar panels to wildlife habitat restoration, Kettle Foods has always backed its natural promise with a commitment to sustainable business practices.