



Diamond Foods Inc.

By Nick D'Aloia, Zachary Hoffman, and Jon Seddon

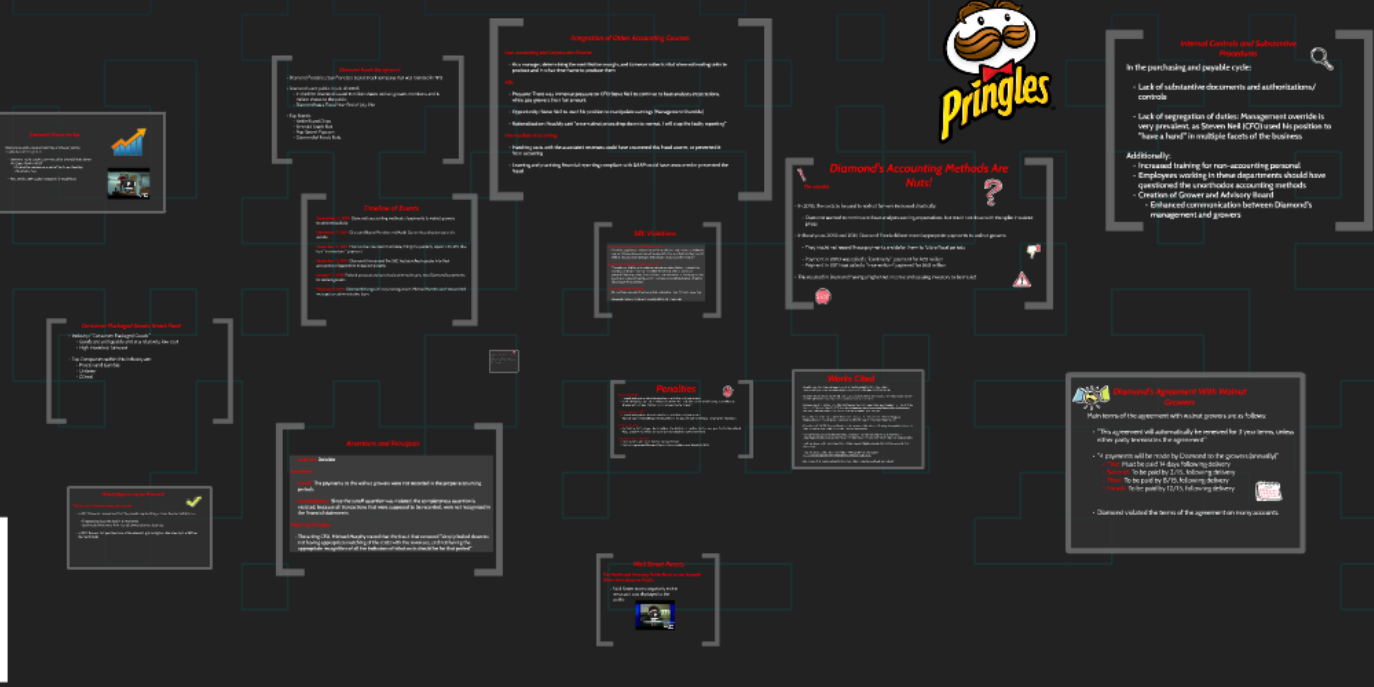


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Diamond Foods Background

- Diamond Foods is a San Francisco based snack company that was founded in 1912
- Diamond went public in July of 2005
 - In the IPO, Diamond issued 8 million shares to their grower-members, and 6 million shares to the public.
 - Diamond has a Fiscal Year-End of July 31st
- Top Brands:
 - Kettle Brand Chips
 - Emerald Snack Nut
 - Pop-Secret Popcorn
 - Diamond of Foods Nuts

Consumer Packaged Goods: Snack Food

- Industry: "Consumer Packaged Goods"
 - Goods are sold quickly and at a relatively low cost
 - High inventory turnover
- Top Companies within this Industry are:
 - Proctor and Gamble
 - Unilever
 - L'Oreal



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