

Wonderful[™] PISTACHIOS

WONDERFUL PISTACHIOS PUTS ITS SIGNATURE SPIN ON THE DUBAI CHOCOLATE CRAZE WITH NEW FLAVOR

LOS ANGELES (September 29, 2026) – [Wonderful® Pistachios](#) is putting its pistachio expertise behind one of today's biggest flavor trends with the launch of Wonderful Pistachios Dubai Chocolate. Featuring rich dark chocolate layered with smooth white chocolate and crispy kataifi around a delicious, crunchy pistachio, the new flavor delivers an indulgent, snackable take on the viral sensation.

Wonderful Pistachios brings the sought-after Dubai Chocolate flavor combination into a convenient bite-sized snack for any occasion. Available in a 4-ounce bag at supermarkets nationwide and a 14-ounce bag at select Costco locations, Wonderful Pistachios Dubai Chocolate arrives in elevated gold colored packaging with a resealable design just ahead of the holiday season, making it perfect for everyday snacking, entertaining, sharing and gifting.

"Dubai Chocolate has become a global sensation, and with pistachios at the center of the trend, there's no one better to put their own spin on it than Wonderful Pistachios," said Diana Salsa, vice president of marketing for Wonderful Pistachios. "We're excited to bring consumers a delicious, snackable way to enjoy a flavor they already love, combining the quality, crunch and taste they expect from Wonderful Pistachios in a snack that's perfect for any occasion."

Wonderful Pistachios Dubai Chocolate joins Chocolate Sea Salt and Chocolate Toffee in the brand's award-winning chocolate lineup, bringing together premium chocolate flavors and the satisfying crunch of roasted pistachios. The new flavor ranked alongside Wonderful Pistachios' top-performing varieties in consumer taste tests, reinforcing its broad appeal and demonstrating how Wonderful Pistachios continues to deliver flavors consumers are craving.

The launch also comes on the heels of Wonderful Pistachios' expanded partnership with Josh Allen and launch of a new Josh Allen-branded SKU, underscoring the brand's continued momentum in bringing consumers exciting new ways to enjoy pistachios – from sweet and indulgent to savory and salty. Notably, nearly half of consumers who purchase Wonderful Pistachios' chocolate lineup are new to the brand, demonstrating the power the new flavor offers to drive trial and growth while continuing to expand the portfolio with crave-worthy combinations.

For more information about Wonderful Pistachios, visit wonderfulpistachios.com, or Get Crackin' with @wonderfulpistachios on [Instagram](#), [TikTok](#), and [Facebook](#).

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