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California Pistachios unveils The Better Snack campaign

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By **Sanjiv Das** | October 15, 2025



California Pistachios

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Wonderful Pistachios, distributor of California Pistachios, has launched its second advertising campaign called The Better Snack in India. The campaign follows the success of its debut initiative, “The Better Nut,”

The campaign is running for six weeks, in two phases, across billboards and newspapers in six key cities Mumbai, Delhi, Bengaluru, Chennai, Kolkata, and Hyderabad. In Mumbai, Delhi NCR, and Bengaluru, six of the 19 billboard sites feature immersive 3D installations of a flexing pistachio arm that champions strength with protein and zero guilt, alongside a bold pistachio nut that playfully nods to the joy of snacking anytime, guilt-free.

Shail Pancholi, Spokesperson, California Pistachios in India, added, “Pistachios aren’t just good for you – they’re fun to snack on. Packed with protein, big on taste, and perfect for cracking into anytime, they bring the joy back to snacking without the guilt. With ‘The Better Snack’ campaign, we’re showing consumers that pistachios can be the smart choice and the fun choice, all in one. Whether it’s a mid-day hunger pang or a late-night craving, pistachios make every snacking moment better.”

The campaign is backed by insights from a global study conducted by Wonderful Pistachios across 10 countries, with over 12,400 respondents, including 2,415 from India. In key cities like Delhi and Ahmedabad, over 60 per cent of consumers base their food decisions on nutritional value. The findings also show that 86% of Indian respondents actively seek protein-rich foods, while 69 per cent believe plant-based protein is as good as meat-based alternatives – well above the global average of 55 per cent.

Diana Salsa, Vice President of Marketing, Wonderful Pistachios, said, “With health and nutrition taking centre stage in India’s snacking culture, we are excited to bring our second campaign to this market. ‘The Better Snack’ celebrates pistachios not just as a source of protein, but as a versatile, guilt-free indulgence that fits into the everyday lives of consumers. This campaign reinforces our mission to make California Pistachios the go-to choice for mindful snacking.”

Read online: https://nuffoodsspectrum.in/news/30/22805/california-pistachios-unveils-the-better-snack-campaign.html
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