



The Tastiest Crunch in the South.

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Sweet and Smokey Snack Hits C-Stores with A Down-Home Crunch

Southern Recipe Introduces Sweet Southern Bar-B-Q Rings

LAWRENCEVILLE, Ga. (November 1, 2011) – Southern Recipe, a pork rind leader produced by Rudolph Foods – one of the world’s largest manufacturers of pork rinds – announces its Sweet Southern Bar-B-Q Rings. The new snack hits South and Southeast c-store shelves in early fall. Southern Recipe is adding the Sweet Southern Bar-B-Q Rings to its product lineup as an innovative wheat snack option for on-the-go shoppers.



Sweet Southern Bar-B-Q Rings are a new snack alternative to Southern Recipe’s traditionally pork rind and cracklin offerings. Sweet Southern Bar-B-Q Rings will be available in two-ounce packages for an SRP of \$0.99.

“Down-home, Southern foods and flavors are huge right now. We’re experts at providing the tastiest crunch in the South, and our Sweet Southern Bar-B-Q Rings prove that point,” said Mark Singleton, VP of Marketing and Sales, Southern Recipe. “Sweet Southern Bar-B-Q Rings combine sweet and smoky seasonings that are sure to leave taste buds craving more. We’re proud to introduce this new taste sensation as part of our commitment to expanding its variety of crunchy snacks.”

About Southern Recipe

Southern Recipe is the tastiest snack in the South and is produced by Rudolph Foods Company, Inc., one of the world’s largest suppliers of branded and private-label snack products including the world’s largest manufacturer of pork rinds. Southern Recipe is solely dedicated to providing its customers with the best quality products and the highest levels of customer service at the best price. For additional information, please call 1-800-241-7675, or visit ExploreManCave.com.

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