



FOR IMMEDIATE RELEASE

Contact: Lesley Waldsmith
RMD Advertising
614.794.2008

Waldsmith@RMDadvertising.com

**Hispanic Favorite Gets Cracklin in a Big Way
Pepe's Pork Rinds Introduces Hot Sauce for Gigante Cracklin**

Lima, Ohio (March 23, 2010) – Pepe's El Original, produced by Rudolph Foods, the world's largest manufacturer of pork rinds, is pleased to announce their latest innovation—Original Gigante Cracklins with a Hot Sauce Packet. The new flavor further drives home the company's commitment to adding more variety to its growing roster of authentic Hispanic snacks. Slated for distribution beginning this month, the new Gigante Cracklins with a Hot Sauce Packet will be available at leading convenience store retailers across the southwest.

The new flavor meets growing consumer demand for spicy snack flavors and a vested interest in authentic Hispanic flavorings. Recent consumer studies have pointed to a growing trend for hotter, spicier food flavorings in general. Hot Sauce is one of the most popular flavorings according to general market consumers with an average age 35-55.

"We are committed to bringing our consumers new, yet authentically Hispanic inspired snacks the entire family can enjoy," said Mark Singleton, VP of Marketing and Sales, Rudolph Foods. "The new hot sauce packet for our Gigante Cracklins will add an extra kick to this festive family of snacks at an exaggerated size, which we anticipate will be the perfect combination of crunch and kick."

Pepe's will roll out its Original Gigante Cracklins with Hot Sauce Packets in 3.5-ounce bags. Pepe's, Rudolph Foods' oldest brand, is rooted in its Hispanic heritage, which is celebrated through new spicy flavors and snack innovations. The Gigante Cracklins were introduced in late 2009 as a new variety to Pepe's traditional chicharrones, offering snackers a huge crunch for their popular cracklins.

About Pepe's

Pepe's, produced by Rudolph Foods Company, Inc., one of the world's largest manufacturer of pork rinds, began as a Hispanic-based brand in San Antonio, Texas. Rudolph Foods' oldest brand, Pepe's rich heritage and authentic promise continues today with a line of chicharrones and other authentic Hispanic-inspired snacks. With plants in Ohio, Georgia, Texas and California, Rudolph Foods 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 www.RudolphFoods.com.

###