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## **Chicharrones Maker Celebrates Hispanic Heritage Month with Contest** *Pepe's El Original Asks Southwest to Share First Memory of Chicharrones*

**SAN BERNARDINO, Ca.** (December 10, 2010) – Pepe's El Original, produced by Rudolph Foods – the world's largest manufacturer of snack foods – is announcing the winners from their first contest, *Mi Amor Mi Chicharrones*, which encouraged entrants to share stories about the people or person who first introduced them to chicharrones. A panel of Pepe's judges has selected seven winning story entries based on authenticity, heritage and family appeal. The *Mi Amor Mi Chicharrones* contest is part of Pepe's celebration of National Hispanic Heritage month.

The grand-prize winning story was submitted by Ismael Pena of San Diego, CA. Pena will receive \$3,500 in cash and have his story entry, along with family photo, featured on [PepesSnacks.com](http://PepesSnacks.com). Second-place winner Eduardo Gonzalez of San Diego, CA will each receive \$200. Five third-place winners – Lekosha Ive from Katy, TX, Rod Smith from Santa Cruz, CA, Kevin Brown from Cathedral City, CA, Margarita Montilo from Phoenix, AZ and Joshua White from Orcutt, CA – will each receive a variety of Pepe's El Original snacks and a t-shirt.

"The launch of *Mi Amor Mi Chicharrones* has given us even greater insight into the Hispanic culture," says Mark Singleton, VP of Marketing and Sales for Pepe's El Original, Rudolph Foods. "The number of vivid stories submitted confirm what we suspected all along – Pepe's consumers truly love their families and their chicharrones. It was very difficult to choose just seven winners."

### **About Pepe's El Original**

Pepe's, produced by Rudolph Foods Company, Inc., one of the world's largest manufacturers of snack foods, 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, Mississippi, 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](http://www.RudolphFoods.com).