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## **Chicharrones Brand Unveils Three-Pronged Social Media Campaign**

*Pepe's El Original Reaches Targeted Consumers Through Facebook, Twitter and YouTube*

**SAN BERNARDINO, Ca.** (January 17, 2011) – Pepe's El Original – the authentic maker of chicharrones, which is Spanish for pork skins – announces the launch of a social media campaign. The company is launching with a presence on [Facebook.com/PepesElOriginal](https://www.facebook.com/PepesElOriginal), [Twitter.com/PepesElOriginal](https://twitter.com/PepesElOriginal) and [YouTube.com/PepesElOriginal](https://www.youtube.com/PepesElOriginal); all pages are now live. Pepe's El Original understands the value of consumer conversation and feedback, and aims to reach its community of Hispanic brand lovers – 30 million of which are strong online shoppers – where they are communicating most: online.

Hispanics are the fastest growing users of the web and are predicted to have a purchasing power of \$1.3 trillion by 2014. Pepe's El Original will use Facebook, Twitter and YouTube to extend their visibility and create engaging conversations, and offer products, recipes and fun ideas as they relate to the Hispanic culture. Visitors to these sites will find a forum for posting and browsing stories of cultural snacks and roots, as well as opportunities to enter contests, buy products and interact with other chicharron enthusiasts.

"We're committed to meeting and interacting with our Pepe's consumers in the social media sphere, where conversations are most candid," says Mark Singleton, VP Sales and Marketing for Pepe's El Original, Rudolph Foods. "Social media is the gateway for connecting with the Hispanic community's snacking needs and desires – so we're all too happy to be there."

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

Pepe's, produced by Rudolph Foods Company, Inc., one of the world's largest manufacturers of chicharrones, 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 including churros. 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).