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Hispanic-Inspired Snack Relaunches Specialty, On-The-Go Packaging

Rudolph Foods Reintroduces Vending Distribution for Chile and Lime Chicharinas

LIMA, Ohio (July 22, 2011) – Rudolph Foods, the world's largest manufacturer of pork rinds, announces the relaunch of Chile and Lime Chicharinas for the vending category. The refreshed snack-size product is available now in vending machines across the country. Rudolph Foods' reinvigorated initiative meets the specialty category's demand for convenient, on-the-go snacks.



The re-launched Chicharinas are available in seven-eighths ounce packaging with bright and bold colors to catch the buyer's attention. The puffed wheat vending snack has a 120-day shelf life. Rudolph Foods plans to expand its vending distribution to include additional family brands such as Southern Recipe, Pepe's El Original and Lee's Pig Skins.

"Consumers love Rudolph's Chile and Lime Chicharinas, especially when they're on the go or looking for a flavorful snack alternative," said Mark Singleton, Vice President Sales and Marketing, Rudolph Foods. "We're excited to meet growing consumer demand with an authentic and portable puffed wheat snack that does our brand name proud. Rudolph Foods is truly looking forward to meeting the consumer's growing need for on-the-go foods by expanding into vending snacks."

Rudolph's Chile and Lime Chicharinas feature authentic, Hispanic-inspired seasonings that meet consumers' demands for exciting flavors. With wheat as the primary ingredient, the Chile and Lime Chicharinas offer a flavorful snack alternative for the typical on-the-go consumer.

About Rudolph Foods

Rudolph Foods Company, Inc. is one of the world's largest suppliers of branded and private-label snack products, including the world's largest manufacturer of pork rinds. With plants in Ohio, Georgia, Texas, Mississippi and California, Rudolph is solely dedicated to providing its customer 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 RudolphFoods.com.

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