



Rudolph Foods Adds New Lines, New Flavor Profiles

Pork rinds are a traditional snack staple in the Hispanic culture, and for more than 50 years Rudolph Foods has delivered authentic Hispanic-inspired products that not only sell, but satisfy.

Initially selling snack foods like pepitas (pumpkin seeds), picos and other Latin items when he founded the company in 1955, John Rudolph soon discovered an unrealized market for pork rinds, and his wife Mary quickly perfected the recipe. Within that first year, the Rudolph's purchased Pepe's, a Hispanic-oriented brand out of San Antonio, Texas, that offered the Mexican equivalent of pork rinds, chicharrones.

With the addition of the Pepe's brand, pork rinds became the sole focus and quickly became the company's fastest seller—transforming Rudolph Foods from an Ohio-based snack producer to a national pork rind company.

Fifteen years ago, Rich Rudolph, president of Rudolph Foods and son of John Rudolph, recognized the potential for tender cracklins selling in the meat and deli departments of HDH supermarkets and Tiendas.

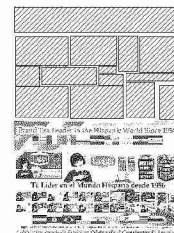
By changing the packaging and positioning in the store, this item quickly moved to the top-selling pork rind SKU in these channels. Today, \$268 million is spent each year on pork rinds.

Rich was on to something.

More flavor, please

Eating \$260 worth of chicharrones per year, the average Hispanic family is asking for new, innovative flavors of pork rinds. In fact, recent consumer studies predict that to meet consumer demand,

new products must be anything but bland, mild or boring. Additionally, today's snackers are inclined to select new products with a touch of spice to magnify



traditional flavors. Hot sauce is one of the most popular flavorings among general market consumers ages 35-55.

Rudolph Foods' growing consumer base in the Southeast and Southwest helped the company develop new, satisfying flavors.

Chile & Lime Chicharinas, available in 2.75-oz. packages, have wheat as the primary ingredient, making them a healthier snacking alternative to potato chips, the company says. Also under the Rudolph's product umbrella, consumers can enjoy sweet Cinnamon Churros and savory Hot & Spicy Pork Rinds. The Pepe's line includes non-pork rind snacks such as wheat-puffed Chile Limon Duros de Harina and Churros de Canela, which are brother products to Rudolph's Chicharinas and Churros.

In the end, flavor is key; the Chile & Lime flavoring on the Chicharinas has been so well received that Rudolph Foods has extended it to cracklins and is considering other potential snacks.

Pepe's newest offering is Original Gigante Cracklins with Hot Sauce Packets in 3.5-oz. bags. Introduced in late 2009 as an alternative to traditional chicharones, consumers can drizzle hot sauce on the snack as desired, controlling their own spice level.

With the help of the Rudolph sons and a new generation of ideas, Rudolph Foods has continued its steady success in its snacking endeavors and has been buoyed in sales and loyalty by the Hispanic population, the company's No. 1 consumer base.

Processing more than 100 million pounds of pork rinds a year, Rudolph Foods is the nation's leading producer of pork rinds and cracklins and is one of the world's largest suppliers of branded and private-label snack product. 1-800-241-7675 or visit www.RudolphFoods.com.



Rudolph Chicharinas



Gigante Cracklins

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