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Pork Rinds Get Social

*Rudolph Foods, World's Largest Producer of Pork Rinds, Announces
Increased Social Media Strategy*

Lima, Ohio (October 12, 2009) – [Rudolph Foods](http://www.RudolphFoods.com), the world's largest manufacturer of pork rinds and cracklins and a leader in branded and private-label snack products, is pleased to announce the launch of a new social media campaign for both the Rudolph brand and its popular Southern Recipe brand. To meet their consumers where they are – in social circles -- Rudolph Foods will join consumers in their everyday conversations through the use of [Twitter](https://twitter.com/RudolphFoods), [Facebook](https://www.facebook.com/RudolphFoods), [Flickr](https://www.flickr.com/photos/RudolphFoods/) and more.

Each selected social media outlet will be introduced with a variety of information including product facts, contests, savings and more. An ongoing PR campaign accompanies the new social media presence, which is targeting Rudolph Foods consumers, pork rind eating consumers overall, media and more.

"We see our new social media campaign as a terrific way to touch base with current consumers and people who have enjoyed our snack products for many years," said Mark Singleton, Vice President of Sales and Marketing, Rudolph Foods. "The new presence also creates a great opportunity to reach and connect with a new generation on a much more intimate level – ensuring that generations of consumers continue to know what we know ... that pork rinds are a great tasting and nutritious snack."

For more information on Rudolph Foods or Southern Recipe, visit their web sites at www.RudolphFoods.com and www.ExploreManCave.com respectively. Or find them on [Twitter](https://twitter.com/RudolphFoods) at [Twitter.com/RudolphFoods](https://twitter.com/RudolphFoods) and [Twitter.com/SouthernRecipe](https://twitter.com/SouthernRecipe), or become a fan on [Facebook](https://www.facebook.com/RudolphFoods) @ Rudolph Foods and @Southern Recipe.

About Rudolph Foods

Distributed through most major retail outlets, 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 www.RudolphFoods.com.

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