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OnYums Flavored Snacks Get a New Kick

World's Largest Producer of Pork Rinds Introduces Louisiana Hot OnYums

Lima, Ohio (January 27, 2009)—Rudolph Foods, a staple of the snack food industry, announced that it has teamed up with The Original Louisiana Hot Sauce brand to add a new treat to its lineup, Louisiana Hot OnYums. This partnership with the makers of The Original Louisiana Hot Sauce further drives home the company's commitment to adding more variety to its growing roster of crunchy snacks. The new product, which is scheduled for distribution in early spring '09, will initially be seen on shelves of leading dollar store retailers across the country.

The new flavor meets consumer demand for spicy snack flavors. Recent consumer studies have pointed to a growing trend within a variety of demographic groups for hotter, spicier food flavorings in general. Louisiana Hot flavoring, made from fermented cayenne chilies, is one of the most popular flavorings according to general market consumers with an average age 35-55.



Rudolph Foods will roll out its Louisiana Hot flavored OnYums in 3.5-ounce bags, which will be initially available in leading dollar stores. The snack maker will soon introduce a 2-ounce size bag of Louisiana Hot OnYums, which will be available at convenience stores, in addition to an 8-ounce bag.

"We are constantly looking for new snacks the entire family can enjoy," said Mark Singleton, VP of Marketing and Sales. "For those who like a little spice in their life, Louisiana Hot OnYums will provide just that—a crunchy snack that has just the right kick to it."

Today, Rudolph Foods has five facilities in the United States and three international ventures. With over 350 employees, Rudolph's has launched into new areas of the snack food industry while maintaining its presence as the nation's leading producer of pork rinds and cracklin' snacks. Cinnamon Churros and OnYums, which are now available in three flavors, are just two of the company's latest offerings to hit the shelves.

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 and California, Rudolph 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.

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