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**World's Largest Producer of Pork Rinds Celebrates National Hispanic Heritage Month by Asking ¿Qué Hay De Cena?
Rudolph Foods Hosts Hispanic-Themed Pork Rind Recipe Contest**

Lima, Ohio (August 14, 2009) – Rudolph Foods, the world's largest producer of pork rinds, has launched a recipe contest in celebration of National Hispanic Heritage month, September 15 – October 15. ¿Qué hay de cena?, or "What's for Dinner?" will encourage consumers to share original and creative Hispanic-inspired recipes incorporating Rudolph Foods® or Pepe's® brand pork rinds for a chance to win a cash prize, free product and more. From September 1 – October 30, consumers can submit recipes via the company's web site at www.RudolphFoods.com or through the U.S. mail.

A panel of judges, comprised of Rudolph Foods executives and cooks, will judge submitted recipes based on authenticity, creativity and flavor. In all, five finalists will be selected from among all entries submitted, earning an assortment of Pepe's brand products for a year. One grand prize winner will receive free product for a year in addition to a cash prize of \$300.

Also referred to as "chicharrones" among Hispanic populations, pork rinds are a traditional and popular snack throughout Mexico. Launching a national recipe contest will allow Rudolph Food to tap into the creativity and culinary expertise that exists within families – and in the end, draw meal solutions from a variety of categories, including appetizers, entrées and even desserts.

"We hear from our consumers regularly, and know that Hispanic families, as a primary demographic, specifically enjoy the great taste of pork rinds," offers Mark Singleton, VP of Marketing and Sales for Rudolph Foods. "Through this contest, we're looking forward to celebrating the strong heritage that exists within Hispanic kitchens, and to hearing about the many ways that our chicharrones bring families together."

To obtain additional contest information and to enter the contest, consumers are encouraged to complete an entry form online at www.RudolphFoods.com or simply send a 3" x 5" index-sized card, complete with name, address, telephone and email contact, along with their original recipe, to ¿Qué hay de cena? Recipe Contest, c/o 6116 Cleveland Avenue, Columbus, Ohio 43231.

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 or www.twitter.com/RudolphFoods.