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**Authentic, Hispanic-Inspired Snack Hits C-Store and Grocery Aisles**

*Rudolph Foods Introduces New Chile & Lime Chicharinas*

**LIMA, Ohio (July 1, 2009)** – To meet growing consumer demand for authentic, ethnic snacking options, Rudolph Foods, the world's largest manufacturer of branded and private-label snack products, announced that it will unveil a new chili and lime-seasoned, puffed wheat snack to its popular line of snack products. As a new addition to Rudolph's line of wheat-based snacks, Chicharinas drive home the brand's commitment to adding even more variety to its expansive array of crunchy snacks. The new product is expected to hit grocery and C-store shelves throughout the country late summer, 2009.



Chile & Lime Chicharinas meet the need for new flavor profiles. In fact, recent consumer studies predict that to meet consumer demand, new products must be anything but bland, mild or boring. It is further forecast that snackers are inclined to select new products with a touch of spice to jazz up traditional flavors. Consistent with the culinary seasonings of Latinos, Chile & Lime Chicharinas will be made available in 2.75-ounce packages. Offering wheat as the primary ingredient, Chicharinas are also a healthier snacking alternative.

“Rudolph Foods has seen the increasing popularity of traditional Hispanic snack products. For that reason, we're excited to meet growing consumer demand with an authentic snack that we're proud to put our name on,” said Mark Singleton, VP of Sales and Marketing, Rudolph Foods. “Chicharinas combine spicy and sweet seasonings that are sure to leave taste buds craving more.” For more information on Rudolph brand's Chile & Lime Chicharinas, please visit [www.RudolphFoods.com](http://www.RudolphFoods.com)

**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](http://www.RudolphFoods.com).

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