



The Tastiest Crunch in the South.

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Snack Food Leader Creates New Web Digs for Top Pork Rind Brand

Southern Recipe introduces snack food site that gives men a home

Lima, Ohio (May 22, 2009) – Rudolph Foods, a leader in the snack food industry, recently launched ExploreManCave.com, a pork rind-themed, man-centric web site, created for consumers of Southern Recipe pork rinds. The site celebrates the Southern man and his snack time rituals and will serve the growing consumer demand for pork rinds.



In the Man Cave, pork rind lovers are able to:

- Read and submit jokes
- View Southern Recipe's full line of products
- Find pork rind recipes and snacks
- Shred their problems
- Dialogue with a talking bass
- Learn about the evolution of chicken wings

The cave is full of other objects and antidotes, which represent the ideal "man" space. While the cave is geared toward men, ladies are allowed in the man cave. In the cave, pork

rind-lovers can also sign up for the new e-newsletter, Southern Recipe Man-zine, through the site to receive snack ideas, contests, games and sports tips.

"Southern Recipe is a top 10 pork rind brand and we're excited to be giving it a new look and a new way of communicating with our customers," said Mark Singleton, VP, Sales and Marketing, Rudolph Foods. "The new site was designed specifically for our consumers who love pork rinds and quirky humor."

Southern Recipe is manufactured by Rudolph Foods. Today, Rudolph Foods has six facilities in the United States and three international ventures. With over 350 employees, the company has launched into new areas of the snack food industry while maintaining its presence as the nation's leading producer of pork rinds and cracklins snacks.

About Southern Recipe

Southern Recipe, the tastiest snack in the south, is produced by Rudolph Foods Company, Inc., one of the world's largest suppliers of branded and private-label snack products, including the world's largest manufacturer of pork rinds. Southern Recipe 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.ExploreManCave.com.

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