



The Tastiest Crunch in the South.

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Contact Information:

Kari Palmer

RMD Advertising

Palmer@RMDadvertising.com

614.794.2008

Top Pork Rind Brand Gets a New Look

Southern Recipe gives snacking favorite a new appetizing package and appeal

Lima, Ohio (May 22, 2009) – Rudolph Foods, the world's largest manufacturer of pork rinds, recently announced Southern Recipe is getting a new look. Southern Recipe is a top 10 pork rind brand that includes a variety of pork rind and cracklin snacks with traditional southern flavors, including barbeque and hot & spicy. Product is expected to hit shelves later this month in markets across the southeast.

Southern Recipe pork rinds will have an entirely new look, with redesigned packages, an interactive web site and new sales tools. In an effort to update the brand to better convey consumer wants and desires related to the favored snack, Southern Recipe recently released www.ExploreManCave.com. The new web digs features fun ways to interact with the brand including recipes, product information, hilarious jokes, a shredder for visitor's problems and a talking mounted bass.

The Southern Recipe brand features southern-style pork snack products in various flavors. Southern Recipe is also planning to introduce new flavors, such as Sweet Barbeque, to their line of pork rinds in 2009. Southern Recipe is rooted in southern traditions and has a beloved consumer base.

"We're excited to announce that our popular Southern Recipe pork rinds are getting a new look and new flavors for our consumers," said Mark Singleton, VP, Sales and Marketing, Rudolph Foods.

Southern Recipe is manufactured by Rudolph Foods. Today, the company has six facilities in the United States and three international ventures. With over 350 employees, Rudolph Foods 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., is 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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