



The Tastiest Crunch in the South.

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New Cracklin Dippers Pack Some Heat and a New Shape

Southern Recipe introduces scoop-shaped cracklins with a spicy kick

LIMA, Ohio (July 1, 2009) – Southern Recipe, a top ten brand of pork rinds and cracklins, has introduced a new Red Pepper Cracklin Dipper to their popular line. Slated to hit shelves later this summer in southern and southeastern states, this new cracklin snack meets the growing consumer demand for spicy flavors with a new scoop shape.

Red Pepper Dippers introduce a new innovative shape to this nostalgic snack. The new scoop shape, designed for the distinct ability to hold a large amount of dip, meets consumer demand for a more filling, robust snacking experience. With zero carbs and more protein than a serving of peanuts, these cracklins also present a healthy snacking option.

Southern Recipe will roll out its new Red Pepper Dippers at major retail outlets and will be sold in 3.5 oz. packages.

“We are constantly looking for new ways for our consumers to enjoy pork rinds and cracklins and this new scoopable-shape is a natural fit,” said Mark Singleton, VP of Sales and Marketing. “Dippers have the authentic flavor of traditional pork rinds with just the right amount of spice to give them a perfect kick.”

For more information on the new Red Pepper Cracklin Dippers and other Southern Recipe snacks, visit ExploreManCave.com.

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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