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**Contact:** Lesley Waldsmith

RMD Advertising

[Waldsmith@RMDadvertising.com](mailto:Waldsmith@RMDadvertising.com)

614.794.2008

## **International Snack Food Expert Reaches Major Milestone** *Rudolph Foods Celebrates Fifty-Five Years of Pork Rind Success*

**LIMA, Ohio (August 31, 2010)** – Rudolph Foods, the world's largest manufacturer of pork rinds and one of the world's largest manufacturers of private and branded label snack products, is pleased to celebrate its 55<sup>th</sup> anniversary. The family-owned company has built a strong tradition of success and continues to receive industry praise and awards for product innovation, unique flavors and sustainability.

John and Mary Rudolph started their business in 1955, and reinvented the category just two years later with a secret recipe for pork rinds. The company gradually grew its product line – from flavored pork rinds to cracklins to grain-based snacks – as sales and distribution grew over the years. This growth and success shows in the six United States facilities, three international facilities and more than 350 employees that the Rudolph family oversees today. Rudolph Foods keeps their finger on the pulse of consumer snacking with the help of their sons and a new generation of ideas to keep the business current.

Rudolph Foods has evolved as well as expanded over the years. Leading product brands Rudolph's, Southern Recipe, Lee's and Pepe's remain strong, each with a specific community of loyal brand lovers. Rudolph Foods' more regional brands, including Grandpa John's, Rudy's and Smithfield Farms also continue to grow in both sales and consumer loyalty. Rudolph Foods pork rinds can be found in grocery and convenience stores nationwide, and are available in a variety of flavors as well as Cinnamon Churros, Chile Limon Chicharinas and Original or Louisiana Hot OnYums.

"It seems like Pork Rinds have always been a part of my life, and my family's lives as well," shares Jim Rudolph, Chairman. "Celebrating the 55th Anniversary of my parents' dream is rewarding. Today, as both son and CEO, it is a proud moment to reflect on what the people behind the Rudolph brand have accomplished. For 55 years, we've made snack time a little more fun and a whole lot tastier."

### **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. Awarded the title of 2010 Energy Saver, Rudolph Foods operates energy efficient plants in Ohio, Georgia, Texas and California, and is solely dedicated to providing its customers with sustainable, top 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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