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Pork Rind Lovers Call for National Day of Appreciation

Rudolph, Lee's, Southern Recipe and Pepe's Brands Lead Consumers in National Campaign

LIMA, Ohio (February 4, 2011) – 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, announces a campaign for National Pork Rind Appreciation Day on the same day as The Big Game – this year falling on Sunday, February 6, 2011. The campaign has been created in an effort to help Rudolph Foods consumers celebrate pork rinds as a quirky and nostalgic snack that encourages family togetherness and tradition. Now through Big Game 2012, [Rudolph Foods](#) and their [Lee's](#), [Southern Recipe](#) and [Pepe's](#) brands, will be campaigning to make Big Game Sunday the official National Pork Rind Appreciation Day.

The pork rind brands are calling upon the public to help to make the National Pork Rind Appreciation Day campaign a success. Consumers can cast their vote at VotePorkRinds.com and view campaign videos from Rudolph Foods executives and fans. Consumers are also asked to spread the news streaming from the Facebook and Twitter communities for Rudolph Foods, Southern Recipe and Pepe's El Original, about the campaign. Additionally, Rudolph's will donate \$0.10 per vote to *Wounded Warriors Family Support* to celebrate this quirky and nostalgic snack and to emphasize American support, family fun and tradition.

"There are few things more American than pork rinds and The Big Game," says Mark Singleton, Vice President Sales and Marketing, Rudolph Foods. "As a family-owned company ourselves, Rudolph Foods is proud to lead other football-lovin' families in the support of *Wounded Warriors Family Support* through our voting campaign. What else could possibly go better with pigskin than pig skins? Vote to make National Pork Rind Appreciation Day an official holiday!"

Wounded Warriors Family Support is a nonprofit, nonpartisan organization that provides support to the families of those who have been wounded, injured or killed during combat operations. To learn more, visit www.WoundedWarriorsFamilySupport.org.

Rudolph Foods Company, Inc., one of the world's largest suppliers of branded and private-label snack products, is the world's largest pork rind manufacturer. 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.

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