



NEWS RELEASE

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NEW Limited Edition Bavarian Style Hard Pretzels from Snyder's of Hanover

HANOVER, PA – September 15, 2010 – With Fall and Oktoberfest celebrations on the way, Snyder's of Hanover is excited to announce a new taste in hard pretzels – Bavarian Style.

The new Bavarian Style pretzels have a crispy texture and feature a robust flavor. Made with special flour and given extra time to rise before baking, each individually twisted pretzel develops a crusty outside with a light, airy inside.

Available for a limited time, September through November you can find Snyder's of Hanover Bavarian Style Pretzels in the snack food aisle of your local supermarket. Look for the iconic Snyder's of Hanover box specially designed with an Old World Theme to fit the Bavarian style.

For consumers looking to save, each Bavarian Style box will also carry a coupon good for \$5 off any 4 Snyder's of Hanover pretzel products. Buy Snyder's products now and save off future purchases, it's a win-win.

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Snyder's of Hanover has been America's favorite Pretzel Bakery since 1909. They have been recognized for their creative new products, their assortment of delicious pretzels and new sustainability initiatives. For more information about how Snyder's of Hanover is becoming more sustainable, please visit www.snydersofhanover.com/sustainability.