

America's Pretzel Bakery Since 1909™



NEWS RELEASE

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Savings on Tortillas, Salsa and Beef = Cinco de Mayo Dip!

Savings on Grande Tortillas, Beef and Salsa make this dip a hit, without a hit to your wallet!

HANOVER, PA – March 4, 2009 – To celebrate Cinco de Mayo, Snyder's of Hanover is excited to partner with the National Cattleman's Beef Association to provide cost savings to budget conscience consumers. Beginning March 16th through April 25th 2009, consumers who purchase two bags of Grande or Snyder's of Hanover Tortilla Chips will find an instant redeemable coupon attached to the bag for \$2.00 off any cut of beef. In addition, Grande Salsa will have a free mail-in rebate when consumers purchase two bags of Grande Tortillas and one jar of salsa.

To kick your Cinco de Mayo celebration to new heights make delicious Cheesy Beefy Salsa Dip, the perfect recipe to use all of the Grande ingredients!

Cheesy Beefy Salsa Dip

- 1/2 pound ground beef
- 1 1/2 teaspoons chili powder
- 1 jar Grande™ Salsa
- 1/2 (8 ounce) package cream cheese, divided into pieces
- 1/2 cup shredded Cheddar cheese
- Sour cream (optional)
- Grande™ Tortilla chips

- Cook beef and chili powder in a skillet over medium-high heat until the beef is well browned, stirring often.
- Pour off any fat.
- Stir the salsa, cream cheese and cheddar cheese in the skillet. Cook and stir until the cheese is melted.
- Top with the sour cream, if desired.

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But wait, the savings don't stop there! Snyder's of Hanover will issue a money-saving coupon for \$1.00 off Grande and Snyder's of Hanover brand Tortillas on April 19th in select markets.

Snyder's of Hanover has been America's favorite Pretzel Bakery since 1909. They have been recognized for their creative new products and their assortment of delicious pretzels. Snyder's of Hanover is the healthy, great tasting brand of snacks Americans choose! For recipes and amusing facts on pretzels visit www.snydersofhanover.com# # #