

America's Pretzel Bakery Since 1909™



NEWS RELEASE

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Snacks So Natural We Put Nature on the Bag! New Eatsmart Naturals from Snyder's of Hanover

HANOVER, PA – January 4, 2010 – Snyder's of Hanover has now made it easier to choose all natural snacks that are gluten free, a good source of fiber, or both *without* sacrificing great taste. In their latest snacking breakthrough, Snyder's of Hanover is proud to introduce Eatsmart Naturals, a full line of delicious "better-for-you" snacks.

Made from wholesome ingredients, the new Eatsmart Naturals line includes a wide variety of snacking options such as:

MultiGrain Tortilla Chips: Made with Flax, Quinoa, Sesame & Chia Seeds and full of 16 grams of Whole Grains per serving, the new MultiGrain Tortilla chips offer 50% of the Daily Value of Omega 3's and are certified gluten free.

Garden Veggie Crisps: Prepared with expeller pressed sunflower oil and 40% lower in sodium than other brands, Garden Veggie Crisps are made from a blend of real potatoes, tomatoes and spinach. Completely gluten free, Garden Veggie Crisps are available in 6 oz bags or convenient 100 calorie snack packs.

Garden Veggie Sticks: Prepared with expeller pressed sunflower oil and 40% lower in sodium than other brands, Garden Veggie Sticks are made from a julienne blend of real potatoes, tomatoes and spinach. Completely gluten free, Garden Veggie Sticks are available in 7oz bags.

Corn & Rice Puffs: Light and delicious, these puffs are a wholesome blend of corn, rice, and real cheddar cheese. Gluten free and made with expeller pressed sunflower oil, Eatsmart Naturals Corn & Rice puffs provide a satisfying snack experience.

Crispy Waffle Chips: Every serving of these light and crispy chips is packed with 8 grams of protein and 5 grams of fiber. Bursting with flavor, Parmesan, Garlic & Olive Oil Waffle Chips are the perfect "better-for-you" alternative to fattening potato chips.

MultiGrain Sunflower Chips: Crispy and flavorful, each serving of our Naked Grains Sunflower Chips contain 8 grams of Whole Grains and 3 grams of fiber.

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MultiGrain Cheese Puffs: Packed with an impressive 20 grams of Whole Grains per serving, 3 grams of dietary fiber and 6 grams of fat (33% less than leading brands) the new MultiGrain Cheese Puffs are available in white cheddar and are also gluten free.

“Our goal was to create an authentic, All Natural selection of snacks that provide wholesome ingredients and, most importantly, great taste,” explains Rudi Fischer, Marketing Director at Snyder’s of Hanover. “Our partnership with The Nature Conservancy, which is reflected on the packaging, speaks to our commitment to protecting the land that produces many of our ingredients.”

Snyder’s of Hanover proudly supports The Nature Conservancy with a donation to help further their efforts to preserve our Earth’s plants, animals and natural communities. Each inspirational package in the Eatsmart Naturals line represents the diverse lands and waters they are helping to protect.

The complete line of naturals are sold for a suggested retail price of \$3.99 and can be found in the snack food aisle of better grocery and natural food stores. To learn more, visit eatsmartnaturals.com.

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.

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