

America's Pretzel Bakery Since 1909™



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## **Low Fat, Great Taste, and Affordable! New Gluten-Free Pretzel Sticks Hit a Snack Trifecta!**

HANOVER, PA – January 18, 2011 – With a limited assortment of gluten-free pretzels previously on the market, Snyder's of Hanover New Gluten-Free Pretzel Sticks fill a much needed void in the category for three key reasons: they taste great, they're low fat and they're affordable.

Not all gluten-free products are created equally. Being able to achieve the correct taste and texture while maintaining product integrity is a labor of love; a testing of various recipes until the best possible gluten-free alternative is reached. This process becomes more intense when nutritionals are considered. But it's all worth it when the loyal gluten-free community embraces the product as their own. And they have in a big way with Snyder's of Hanover Gluten-Free Pretzel Sticks.

"These pretzels are hands down the best gluten-free food I have ever eaten," commented one Connecticut customer. Another said, "Thank you for making a quality gluten-free product."

Snyder's of Hanover Certified Gluten-Free Pretzel Sticks are free of eggs, dairy and casein, yet have the taste and crunch of a traditional pretzel stick. And they are receiving praise each week from appreciative gluten-free shoppers.

"I wanted to express how wonderful your new gluten-free pretzel sticks are and (how) reasonably priced," said one Illinois consumer.

Each serving has only 1.5 grams of fat and .05 grams of saturated fat per serving -- 75 percent less than the competing brand of gluten-free pretzel sticks on the market. Best of all they are priced the same as traditional snacks, selling for a suggested retail price of \$2.99.

Snyder's Gluten-Free Pretzel Sticks, certified by the Gluten Intolerance Group of North America, are now available in grocery stores across the country.

For more information about Snyder's of Hanover Gluten-Free Pretzel Sticks, or any of the other snack foods in the company's extensive line of products, including the latest organic and whole grain offerings, visit [www.snydersofhanover.com](http://www.snydersofhanover.com).

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