

America's Pretzel Bakery Since 1909™



NEWS RELEASE

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Snyder's of Hanover + Cinco de Mayo = "Better-for-you" Fiesta!

Hanover, PA – April 2009 – To celebrate Cinco de Mayo, Snyder's of Hanover is excited to announce the introduction of Grande™ Tortilla Chips and salsa. A great addition to the Snyder's of Hanover® family of brands, Grande continues their mission to create great tasting, "better-for-you" snacks. Four flavors of Grande Tortilla chips have 30% less fat than regular tortilla chips, plus they are completely gluten-free!

Grande Tortilla chips are ground from the finest whole kernel corn; slow cooked and delicately prepared to produce a traditional thin and crispy textured tortilla chip. Grande Tortilla chips are available in five different flavors; Original Lightly Salted, Reduced Fat Original, Restaurant Style (reduced fat), MultiGrain (reduced fat), and Salsa Limon (reduced fat). Each unique flavor is perfect for your next Cinco de Mayo party, great as a snack and delicious with salsa or dip! They are sold for a suggested retail price of \$3.49.

Better yet, try the new "better-for-you" Grande salsas and dips recently hitting local supermarkets. Perfect for every salsa and dip fan, varieties include Grande Sweet Garden Salas, Grande Fire Roaster Salsa, Grande Salsa Con Queso and Grande Three Bean Dip. Most flavors are completely fat-free and the entire line has only 10-35 calories per serving, so it's a guilt-free snack choice the whole family will love. Grande salsas and dip are sold for a suggested retail price of \$3.99.

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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 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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