

America's Pretzel Bakery Since 1909™



NEWS RELEASE

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Snyder's of Hanover New Snacks are an Excellent Source of Omega-3's

Snyder's of Hanover Introduces new Organic Pretzel Sticks and MultiGrain Tortilla Chips

HANOVER, PA – February 2010 – Snyder's of Hanover, known for creating delicious "better for you" snacks, is proud to introduce two of their latest wholesome snack creations: Organic 8 Grains & Seeds Pretzel Sticks and Naturals MultiGrain Tortilla Chips both an excellent source of heart healthy Omega-3's.

Omega-3 fatty acids are found in, among other things, flaxseeds, walnuts, hemp seeds, soybeans and some dark green leafy vegetables. Scientific research indicates that these healthy fats help prevent a wide range of medical conditions, including depression, cardiovascular disease, asthma, and even rheumatoid arthritis.

"At Snyder's we're always looking for ways to make our snacks as wholesome as possible," explains Rudy Fisher, Naturals Marketing Manager. "By adding seeds, specifically flaxseeds, we are able to provide snacks that are both delicious and an excellent source of Omega-3's."

Snyder's of Hanover Organic 8 Grains & Seeds Pretzel Sticks are not only an excellent source of Omega-3's but also provide 20g of whole grains per serving. The 8 grains the product is named after include: whole wheat, buckwheat, oats, whole brown rice, rye, whole corn, barley and millet. The organic seeds include flaxseeds, sesame seeds and quinoa. With 3g of dietary fiber, this is the first Snyder's product sweetened with organic blue agave nectar. As a natural sweetener, blue agave is absorbed more slowly into the body, preventing spikes in blood sugar.

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Snyder's Organic 8 Grains & Seeds Pretzel Sticks are available in an 8 oz. size and are sold for a suggested retail price of \$2.99.

If you're looking for a gluten-free tortilla chip, Snyder's of Hanover new Naturals MultiGrain Sea Salt Tortilla Chips with Flax, Quinoa, Sesame & Chia Seeds provide 50% of the Daily Value requirements for Omega 3's. Packed with 16g of whole grains and 2g of dietary fiber per serving, these delicious tortilla chips are naturally flavored with sea salt.

The new Naturals MultiGrain Sea Salt Tortilla Chips with Flax, Quinoa, Sesame, & Chia Seeds are available in a 10 oz. size and are sold for a suggested retail price of \$3.99.

For more information on all of Snyder's of Hanover's wide selection of "better for you" snacks please visit www.eatsmartnaturals.com.

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.

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