

America's Pretzel Bakery Since 1909™



NEWS RELEASE

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**Pretzels, Plants and Packaging: Snyder's Launches Renewable  
Plant-based Packaging**

*Snyder's of Hanover's new packaging is 90% plant-based*

HANOVER, PA – March 1, 2010 – Snyder's of Hanover is excited to announce a breakthrough in pretzel packaging. Launching in March, Snyder's of Hanover's newest product line, Organic Pretzel Sticks, will be packaged in renewable bags created from 90% plant-based materials. The new packaging takes half the amount of energy to create and emits 52% less greenhouse gas vs. traditional oil based packaging.

“It has always been extremely important to Snyder's to create products that are both delicious and ‘better for you’ explains Claude O'Connor, VP of Marketing at Snyder's of Hanover. “Now after a year of development, we're thrilled to take that even further and introduce a renewable packaging solution that is ‘better for the earth’ as well.”

The package was created from an innovative renewable material called Earth Clear™ developed by Clear Lam Packaging, Inc. The Earth Clear™ material is comprised of a special blend of plant-based materials that enable the bag to function without the dependency on petroleum-based products. The new packaging therefore requires less than half the energy to produce and emits less greenhouse gas versus a traditional petroleum-based bag.

Snyder's Organic Pretzel Stick line, including Organic 8 Grains & Seeds, Whole Wheat & Oat Bran and Honey Whole Wheat, will be the first pretzels packaged using this renewable and also compostable packaging material. A bright yellow graphic on the upper right of the package helps differentiate the bag on the shelf and explains the benefits of the renewable packaging.

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“It was important that we selected a product that complements the new renewable packaging,” explains O’Connor, “and our new line of Organic Pretzel Sticks was a natural fit. Not only are they packed with wholesome multigrains, dietary fiber and are a good source of Omega 3 but they’re 100% certified organic. It’s true product-to-packaging synergy - natural, organic pretzels in a plant-based renewable bag.”

All three varieties of Snyder’s Organic Pretzel Sticks will be available nationwide in March for a suggested retail price of \$2.99 for an 8 oz. bag.

According to O’Connor, the latest renewable bag is Snyder’s of Hanover’s second environmentally-conscious packaging to hit stores. Earlier this year, Snyder’s introduced their new Pretzel Variety Sacks in a renewable, compostable outer bag. For more information on the new packaging and Snyder’s of Hanover sustainability initiatives, please visit [www.snydersofhanover.com/sustainability](http://www.snydersofhanover.com/sustainability).

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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, 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](http://www.snydersofhanover.com/sustainability).