



News Release
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Snyder's Pretzels, Peppermint and Dark Chocolate...Oh My!

Hanover, PA – June 30, 2010 – Snyder's® of Hanover is pleased to introduce a new addition to the seasonal line of chocolate covered pretzels – York® Peppermint Pretzel Sandwiches. The latest Pretzel Sandwich creation is filled with cool, minty peppermint cream and coated in rich, dark chocolate.

As the newest flavor for the Pretzel Sandwich line, imagine the refreshing taste of a peppermint pattie with the crunchiest of Snyder's of Hanover Pretzels then enrobed in dark chocolate - perfection! Other Pretzel Sandwich Flavors include Peanut Butter with Milk Chocolate and Peanut Butter with White Chocolate.

As a seasonal offering, the new York® Peppermint Pretzel Sandwiches will only be available nationwide from October through December, so get them while they're hot...or rather minty cool!

The 7 oz. bag will be sold for a suggested retail price of \$3.69.

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.