

America's Pretzel Bakery Since 1909™



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Snyder's of Hanover Joins National Salt Reduction Initiative

HANOVER, PA – December 13, 2010 – Snyder's of Hanover branded products have recently joined the National Salt Reduction Initiative (NSRI) started by the New York City Health Department. Joining many of the nation's leading food manufacturers, the goal of the NSRI is to cut salt in packaged and restaurant foods by 25% in the next five years.

By joining NSCI, Snyder's of Hanover has committed to meeting specific sodium targets for 2012 and then 2014. Known as the nation's leading pretzel maker and creator of "better-for-you" snacks, all of Snyder's of Hanover pretzels already fall below the 2012 and 2014 sodium targets. This means no recipe changes will be necessary for their salted pretzel snacks. However, under the new initiative, Snyder's has agreed to meet the targets for their unflavored chips, which span across their family of brands – Krunchers!, Jays, Grande, and EatSmart Naturals.

In order to meet the requirements for their unflavored chips, Snyder's of Hanover will test new product recipes and continue their commitment to developing new snacks that are both "better-for-you" and delicious.

"Snyder's of Hanover, America's Pretzel™ the #1 National Brand of Pretzels, has always been a better-for-you salted snack option with significantly lower sodium levels, up to 40-60% less than any other leading brand of pretzels," explains Carl E. Lee, Jr., President and COO of Snyder's -Lance. "We look forward to continuing to provide great tasting, premium quality snacks while working to reduce sodium across our full line of snacks including Snyder's of Hanover Tortilla Chips, Grande Tortilla Chips, Krunchers! Kettle Cooked, Cape Cod and Jay's Potato Chips."

For more information about the Snyder's of Hanover complete line of premium, quality snacks, please visit www.snydersofhanover.com.

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