

America's Pretzel Bakery Since 1909™



NEWS RELEASE

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## **Snyder's of Hanover Launches the First 100% Compostable Pretzel Snack Packaging**

*Snyder's of Hanover's new plant-based bags are certified 100% compostable*

HANOVER, PA – February 8, 2010 – As a leader in snack food innovation, Snyder's of Hanover is excited to announce the first certified 100% compostable pretzel packaging is now available in stores nationally. Made from renewable cornstarch-based and other all natural materials, the new environmentally-friendly packaging has been certified 100% compostable by the Biodegradable Products Institute, an internationally recognized labeling program.

“Delivering delicious, ‘better for you’ snacks has always been extremely important at Snyder's of Hanover,” explains Claude O'Connor, VP of Marketing at Snyder's of Hanover. “By focusing on how to become ‘better for the earth’ as well, we looked at our packaging as a place to start. Offering a compostable sack is one way Snyder's of Hanover has started the journey to pursue sustainability as a company and to minimize the impact of our activities on the environment.”

The new compostable packaging is available as the outer carrying sack of the economy size 22-count Variety Sacks of Snyder's of Hanover 100 Calorie Snaps, Sticks and Minis, and 22-count Lunch Pack Pretzel Sandwiches in peanut butter and cheddar cheese. The new products will be sold for an estimated retail price of \$7.49 and are currently available at retailers throughout the country.

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The certification by the Biodegradable Products Institute states that Snyder's Variety Sacks are certified compostable in both industrial and residential compost facilities. For consumers, that means when the inner contents have been consumed, the outer sack can be added directly to an active backyard compost pile or taken to an industrial facility.

According to O'Connor, the 100% compostable sack is just the beginning of their sustainability story. Snyder's of Hanover will be offering more innovative, earth-friendly packaging in the near future. For more information on the new package and Snyder's of Hanover sustainability initiatives, 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).