



For Immediate Release

FARM RICH INTRODUCES STUFFED PRETZEL BITES: A TASTY TWIST ON A CLASSIC SNACK

ST. SIMONS ISLAND, GA. (April 28, 2011) – Pretzels have been around for hundreds of years and have become one of America’s favorite snacks (legend has it they were invented in 610 by French or Italian monks). Now, [Farm Rich](#) has updated this popular snack with the introduction of [Farm Rich Stuffed Pretzel Bites](#), a bite-sized pretzel snack stuffed with cheese.

Designed to be a wholesome snack or appetizer for any occasion – from an after-school treat for hungry kids, to a hassle-free party appetizer – Stuffed Pretzel Bites are a healthier alternative to chips or french fries. Each appetizer serving size is just 110 calories and contains only 3 grams of fat and 0 grams trans-fat. In addition, they’re convenient and easy-to-prepare. In just minutes, these miniature soft pretzel bites stuffed with cheese come out of the oven or microwave warm and ready to eat.

“We took the best of the soft pretzel concept and created our own cheesy, bite-sized snack with flavor that will appeal to the entire family,” says Jennifer Meetz, director of marketing for Farm Rich. “They’re so quick to make, anyone can enjoy them at a moment’s notice, even on their busiest days.”

Pretzels have emerged as a recent trend in the snack food category. Popcorn, french fries and the like are moving aside as pretzel items take the lead. In fact, a 2010 research study* showed that consumers prefer mini hot snacks with cheese filling for added flavor, and stuffed, cheese-filled products will drive future growth in the frozen pretzel category. True to its promise to deliver snacks the entire family will enjoy, Farm Rich created its own take on pretzels with the new Stuffed Pretzel Bites.

With an average retail price of \$6.99 (price may vary by retail location), each bag of Farm Rich Stuffed Pretzel Bites contains 34-38 pieces. And, for a limited time, consumers can receive a \$1-off coupon at the [Farm Rich Facebook page](#), <http://www.facebook.com/FarmRichSnacks>, by clicking on the coupon tab.

Stuffed Pretzel Bites are available nationally at [Walmart](#) stores as well as grocery stores. They join the Farm Rich line-up of frozen snacks and appetizers including Cheese Sticks, Philly Cheese Steaks, Pizza Slices, Mozzarella Bites, Stuffed Jalapeno Peppers and more. To learn more, visit www.farmrich.com.

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About Farm Rich

A leading brand of [Rich Products Corporation](#), [Farm Rich](#) (www.farmrich.com) is based in St. Simons Island, Ga., and features a successful portfolio of frozen snacks and appetizer products sold at grocery and club stores nationwide. Featuring the tagline, "Keep 'em Happy," Farm Rich makes wholesome, great-tasting snacks that are sure to please family and friends. Visit www.farmrich.com or the brand's [Facebook](#) page at <http://www.facebook.com/FarmRichSnacks>. Follow on [Twitter](#) at @farmrichsnacks. Video is available on [YouTube](#) at <http://www.youtube.com/farmrichsnacks>.

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*[*Mintel 2010 Frozen Snack Study](#)*

Editor's Note: Product samples and additional photography available on request.

Media Contacts:

Claudia D'Avanzo

davanzo@creativecomminc.com

404-374-5893

or

Nancy McCardel

mccardel@creativecomminc.com

770-363-3721