

## **Foremost Snack Food Company Leads Charge for High-End Pork Rinds**

*Southern Recipe Pork Rinds Launch Innovative New Brand, Southern Recipe Small Batch*

**LAWRENCEVILLE, GA (June 13, 2016)** – Southern Recipe Small Batch, an authentic, hand crafted, small batch pork rind snack delivering unique flavor for those looking for a better-for-you alternative, is proud to announce the launch of its new line of pork rinds. The new snack is designed specifically for today's discerning millennial consumer. Southern Recipe Small Batch will feature quality ingredients reimagined with new flavors and a manufacturing process to produce the brand's first line of authentic hand crafted, small batch pork rinds. This product launch, including such flavors as Sea Salt & Cracked Black Pepper, Korean Kimchi BBQ, Spicy Dill and Pineapple Ancho Chile, is expected to hit shelves in H-E-B markets throughout Texas in July 2016, as well as Safeway, Kroger and Albertsons markets throughout Texas in September 2016. Consumers looking for a distinctive way to snack will now be able to enjoy the various benefits and taste superiority of Southern Recipe Small Batch pork rinds.

Southern Recipe Small Batch pork rinds offer distinctive flavors, such as Sea Salt & Cracked Black Pepper, Korean Kimchi BBQ, Spicy Dill and Pineapple Ancho Chile, crafted by hand with clean ingredients. The authentic recipe for Southern Recipe Small Batch pork rinds, attain the texture and genuine small batch flavor consumers crave with a fraction of the guilt. By popping each rind-in heart-healthy sunflower oil and dusting it with bold spices and flavor blends, every 4 oz. bag of pork rinds offers a snack with the taste of indulgence and 8 grams of protein. Furthermore, Southern Recipe Small Batch pork rinds are gluten free, low carb and full of flavor, with no artificial anything.

Southern Recipe Small Batch pork rinds speak to the selective consumer, those currently driving food trends. Because such shoppers are keenly focused on the statement their food is making, they are constantly searching for brands that speak to their values. Foods denoted as "small batch" suggest the product is made with care, attention and skill. This ultimately puts the power back into the consumer's hands, as it gives them a reason to trust the brand. Southern Recipe Small Batch does just this, with an innovative approach to producing the favored snack of the South, the pork rind, with intentional ingredients and intentional processes.

"We're proud to offer today's ingredient conscious consumer a new way to love pork rinds. New Southern Recipe Small Batch is the perfect way to serve today's iconic, protein seeking snacker," shares Mark Singleton, VP of Marketing at Southern Recipe Small Batch. "An appetite for indulgence often forces health-minded shoppers to forgo their favorite foods. We're making this traditional Southern snack more accessible with an edgy look and clean ingredients that are just naturally better for you."

### ***About Southern Recipe Small Batch:***

Southern Recipe Small Batch, a division of Southern Recipe – "The tastiest crunch in the South" – is a small-batch, hand-crafted brand of pork rinds. Developed with the purpose of delivering iconic flavor in a nostalgic recipe, Southern Recipe Small Batch delivers the traditionally indulgent Southern snack in four artisanal flavors that boast 8 grams of protein and low carb and naturally gluten free. For additional information, please call 1-800-241-7675, or visit [SouthernRecipeSmallBatch.com](http://SouthernRecipeSmallBatch.com).

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