

Small Batch Craft Pork Rind Brand Debuts Better-for-You Snack at Harris Teeter

Southern Recipe Small Batch Pork Rinds Expands Distribution of Its Innovative, Better-for-You Snack at First Major Grocery Chain East of the Mississippi

Lima, Ohio (May 5, 2017) – [Southern Recipe Small Batch](#), an authentic, handcrafted, small batch pork rind snack, plans to deliver unique flavor to [Harris Teeter](#) consumers looking for a better-for-you alternative. Beginning mid-June, shoppers throughout North Carolina, South Carolina, Virginia, Maryland, Georgia and Florida can visit their local Harris Teeter to experience this snack that has been designed specifically for today's millennial consumer. Featuring high quality ingredients reimagined with new flavors and a manufacturing process to produce one of the nation's first lines of authentic small batch pork rinds, Southern Recipe Small Batch is of the quality shoppers expect from Harris Teeter stores at an SRP of \$3.99 for each four ounce bag.

Launching into Harris Teeter stores is Southern Recipe Small Batch's Sea Salt & Cracked Black Pepper, Korean Kimchi BBQ, Spicy Dill and Pineapple Ancho Chile flavors. The authentic recipe for Southern Recipe Small Batch pork rinds attains 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 four ounce bag of pork rinds offers a snack with the taste of indulgence and eight grams of protein. Southern Recipe Small Batch pork rinds are gluten free, low carb and promise big taste.

"Offering Southern Recipe Small Batch in Harris Teeter allows our East Coast consumers a new way to love pork rinds," shares Mark Singleton, VP of Marketing at Rudolph Foods. "Our craft-made take on the traditional pork rind has continued to excite consumers in the South. Now, we're making this Southern snack more accessible with an edgy look and clean ingredients that are just naturally better for you. It's a different kind of rind!"

Southern Recipe Small Batch's expansion in the Eastern United States speaks to the selective consumer, those currently driving food trends. Because such shoppers as those who frequent Harris Teeter markets 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 processes.

About Southern Recipe Small Batch:

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

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