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Southern Recipe Launches Limited Edition Buffalo Ranch Pork Rinds

Southern Recipe's New Buffalo Ranch Pork Rinds Bring Bold Flavor to Convenience Store Shelves

Lima, OH (May 31, 2017) - [Southern Recipe](#), a preferred pork rind brand nationwide, has released a new flavor that gives pork rind fans a new way to enjoy this traditional Southern snack. Launching into snacking markets throughout the United States, Southern Recipe's Buffalo Ranch pork rinds offer the signature flavor pairing of savory buffalo wing sauce with tangy ranch dressing. Crisp pork rinds deliver this unique flavor to consumers beginning June 1, 2017 for a limited time at an SRP of \$1.09 for each 1.75 ounce bag.

Alongside Southern Recipe's signature pork rind snacks, including such low carb, protein-packed classics as Original, Hot & Spicy, Bar-B-Que and Salt & Vinegar, new Buffalo Ranch pork rinds are the ideal way to introduce a new variety to the brand's consumers. The way consumers eat today bears little resemblance to the notion once held of three balance meals per day. Now, with snacking more prevalent than ever, expanding the brand's line of protein-packed pork rinds is logical. With a wider variety of high-quality snacks to choose from, consumers can appease their appetites for bold flavor in a bite-sized crunch.



"Buffalo Ranch is an exciting flavor to apply to our signature Southern Recipe pork rinds and one we know our fans will fall in love with," shares Mark Singleton, Vice President of Sales and Marketing for Southern Recipe. "The flavor is reminiscent of a spicy buffalo wing sauce finished with a cool ranch flavor that balances perfectly."

Southern Recipe's newest addition to its line of pork rinds will be available for a limited time in convenience stores across the United States. Inviting consumers to experience "The Tastiest Crunch in the South" in a new way, Buffalo Ranch pork rinds bring heat and robust flavor to those who know Southern Recipe for its quality pork rinds.

About Rudolph Foods:

Rudolph Foods Company, Inc. is one of the world's largest suppliers of branded and private-label snack products, including the world's largest manufacturer of pork rinds. With plants in Ohio, Georgia, Texas, Mississippi and California, Rudolph is solely dedicated to providing its customers with the best quality products and the highest levels of customer service at the best price.

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