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***Say Cheese!***

**Snyder of Berlin launches a  
Reinvigorated “Cheesy Fingers Good” Snack Line  
In New Bold & Bright Packaging**

**BERLIN, PA (March, 2016)** – Snyder of Berlin®, a snack company which produces chips, cheese snacks, popcorn, and more, is launching a new reinvigorated snack line. These “Cheesy Fingers Good” snacks are now featured in bright & bold packaging with eye popping product shots. The new packages convey a fun and lively element that is perfect for snack lovers of all ages. Snyder of Berlin Puff-n-Corn®, Cheese Curls and Pop Corn will start popping onto shelves in March.

The “Fun for You” refreshed Cheese Snack line is made from a new cheese formula, and is the cheesiest ever, with 2 kinds of real cheese: hearty cheddar and tangy blue specially blended for intense deliciousness. These Snyder of Berlin reinvigorated snacks are now available in a variety of sizes. Now with “Facts up Front”, the new packaging design is bold, bright and features beauty shots of the irresistible snacks.



**Snyder of Berlin Cheese Curls** are baked with real cheese, which is a secret blend of two kinds of cheese for an extra-intense flavor; additionally they are Gluten free, with NO preservatives and 0 grams of Trans fat. **Snyder of Berlin Cheese Curls** are available in a variety of sizes, with the best-selling 6 oz. size retailing at \$2.50.

**Snyder of Berlin Cheese Puff-n-Corn®** is bursting with cheesy-licious flavor, and is made with two specially blended types of real cheese, offering a more intensely satisfying flavor. Additionally, the product is Gluten free, with NO preservatives and 0 grams of Trans fat. With a melt-in-your mouth quality due to the unique “hulless” quality, this snack is available in Original, Cheese and White Cheddar flavors. **Snyder of Berlin Puff-n-Corn** is available in a variety of sizes with the best-selling 6 oz. size retailing at \$2.50.

**Snyder of Berlin Cheese Pop Corn** has extra “cheesiness” in every bite, and is also Gluten Free, made with wholesome whole grains, and has NO preservatives. This popcorn is bursting with real cheese flavor and crunch, and has only 80 calories per cup. Snyder of Berlin Cheese popcorn comes in a variety

of sizes with the best-selling 6 oz. size Cheese popcorn retailing at \$2.19 and the 6 oz. size White Cheddar popcorn retailing at \$2.50.

Snyder of Berlin snacks have been made in the Laurel Highlands in Berlin Pennsylvania since 1947; as the tagline touts: **“Small town pride is crafted in every bag of Snyder of Berlin”**. The Barn image next to the Snyder of Berlin logo reminds consumers of the bucolic countryside throughout Pennsylvania. The products can be found in supermarkets, convenience, mass market, and club and specialty stores or purchased online at [www.snyderofberlin.com](http://www.snyderofberlin.com).

“Our bright, bold packaging reflects the intense, new cheese formula in every bite of Snyder of Berlin cheese snacks,” says Jeff Leichter, Vice President and General Manager of Snyder of Berlin. “This is Fun For You done right! Our Snack line is all about Fun Snacking; but in addition, we removed the trans fats from our products and added real cheese for the right balance of fun and better for you ingredients.

All media inquiries should be directed to [Diane.lilli@bendergrouppr.com](mailto:Diane.lilli@bendergrouppr.com) at 973.744.0707, ext. 11.

#### **About Snyder of Berlin®:**

The Snyder family chip business began in 1920 in the home kitchen of Edward Snyder II and his wife, Eda, in a small town in Pennsylvania, using a recipe based on a snack that Edward had seen at a hotel in upstate New York. As the popularity of their chips grew, they began to expand toward Pittsburgh. Potato buyers and farmers in the Laurel Highlands got together with the Snyder family and determined it made sense to build a self-sustaining chip factory amid their fields where the potatoes were being grown. Since opening that plant in 1947, **Snyder of Berlin** has been producing fresh and tasty snacks in the little farm town of Berlin, Pennsylvania. The company has grown to include a variety of products beyond potato chips such as cheese snacks, popcorn and more. The Fresh taste and small town pride are crafted in every bag of Snyder of Berlin for the past 69 years, for more information and to see the full line of **Snyder of Berlin®** products, visit [www.snyderofberlin.com](http://www.snyderofberlin.com).

#### **About Pinnacle Foods Inc.:**

In more than 85% of American households, consumers reach for Pinnacle Foods brands. Pinnacle Foods is ranked on Fortune Magazine's 2014 Top 1000 companies list. We are a leading producer, marketer and distributor of high-quality branded food products, which have been trusted household names for decades. Headquartered in Parsippany, NJ, our business employs an average of 4,400 employees. We are a leader in the shelf-stable and frozen foods segments and our brands hold the #1 or #2 market position in 10 of the 13 major categories in which they compete. Our Duncan Hines Grocery Division manages brands such as Duncan Hines® baking mixes and frostings, Vlasic® and Vlasic Farmer's Garden® shelf-stable pickles, Wish-Bone® and Western® salad dressings, Mrs. Butterworth's® and Log Cabin® table syrups, Armour® canned meats, Brooks® and Nalley® chili and chili ingredients, Duncan Hines® Comstock® and Wilderness® pie and pastry fruit fillings and Open Pit® barbecue sauces. Our Birds Eye Frozen Division manages brands such as Birds Eye®, Birds Eye Steamfresh®, C&W®, McKenzie's®, and Freshlike® frozen vegetables, Birds Eye Voila!® complete bagged frozen meals, Van de Kamp's® and Mrs. Paul's® frozen prepared seafood, Hungry-Man® frozen dinners and entrées, Aunt Jemima® frozen breakfasts, Lender's® frozen and refrigerated bagels, and Celeste® frozen pizza. Our Specialty Foods Division manages Tim's Cascade Snacks®, Hawaiian® kettle style potato chips, Erin's® popcorn, Snyder of Berlin® and Husman's® snacks in addition to our food service and private label businesses. Further information is available at <http://www.pinnaclefoods.com>.