



PRESS RELEASE



SHEARER'S FOODS INTRODUCES **REDUCED FAT** KETTLE COOKED POTATO CHIPS

**FOR IMMEDIATE
RELEASE**

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**Shearer's Foods, Inc.
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**For Information on
Shearer's
Award-Winning
Products or Services,
Please Contact the
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1-888-GREAT-CHIPS
(toll free) or
www.shearers.com**

Brewster, Ohio: Shearer's Foods, home of Shearer's Award-Winning Snacks, has recently introduced **Shearer's New Reduced Fat Kettle Cooked Potato Chips**, which have 40% less fat than traditional potato chips with 100% GREAT taste!

Shearer's Reduced Fat Kettle Cooked Potato Chips are perfect for health-conscious consumers who find potato chips hard to resist. Reduced fat is accomplished by removing more of the fat during cooking, not by using "fat replacers." Last year, reduced-calorie potato chips showed growth of 29% in dollar sales with 30% growth in volume. Additionally, this new offering is a kosher product, and has ZERO GRAMS of trans fat. Made of the freshest, hand-selected ingredients in the country, Shearer's Snacks have been named Number One by the experts!

Shearer's Reduced Fat Kettle Cooked Potato Chips are available in an 8.5 oz. bag for a suggested retail price of \$2.99.

Shearer's Foods, Inc., founded in 1974, is the manufacturer and distributor of Shearer's Award-Winning Snacks. Varied products include a complete line of potato chips, tortilla chips, pretzels, cheese curls/puffs, peanuts, popcorn, corn chips and other snacks. While Shearer's is recognized as a leader in the snack food industry, they consistently achieve "excellence" in everything they do! *Real Simple* magazine ranked Shearer's the "Best Chips with a Beer" and *Newsweek* magazine commented their potato chips were "...crisply addictive."

The company was named "**Snack Manufacturer of the Year**" by *Snack Food and Wholesale Bakery* magazine. Shearer's has been awarded the **Weatherhead 100** for the past five years, as one of the fastest growing companies in Northeast Ohio. The Weatherhead School of Management has also recognized Shearer's as one of its **Family Firms of Distinction**. Shearer's potato chips received the **Gold Medal Award** from the American Tasting Institute of San Francisco for the best potato chips in America. Shearer's has been honored with the **SCOPE Award as Business of the Year** in Stark County, Ohio. The company has been recognized for manufacturing excellence in Northeast Ohio by winning the **Manny Award** and the **Evolution of Manufacturing Award**. Shearer's was awarded the **North Coast 99** for the eighth consecutive year in 2006. *Inside Business* magazine honored Shearer's as one of the top performing companies in Northeast Ohio eight times with the **Team NEO Success Award**. Shearer's Snacks are distributed throughout the Midwest, New England states and parts of Canada.