



PRESS RELEASE



SHEARER'S FOODS ACQUIRES PRETZEL MANUFACTURING OPERATION AND INTRODUCES NEW PRODUCTS

Brewster, Ohio: Shearer's Foods, Inc. has introduced three new pretzel products produced at their recently acquired pretzel manufacturing operation in Canonsburg, Pennsylvania.

Shearer's has formulated a new pretzel recipe with extra snap for their one-pound offerings of **Thins**, **Minis** and **Sticks**. Every bite is crispy and crunchy thanks to Shearer's slow and careful baking process. **Thins** are great on their own; **Minis** are perfect for quick and easy snacking—especially in packed lunches; and **Sticks** are fun for dipping! Shearer's savory pretzels are yet another example of "Shearer Perfection in Every Bag!" **Thins**, **Minis** and **Sticks** retail for \$2.79.

New packaging in bright, exciting harvest colors, has been unveiled for Shearer's entire pretzel line up. The bold packaging is easily recognizable on grocery shelves, and new technology assures consumers of complete freshness.

"This acquisition further expands Shearer's manufacturing capabilities and allows us to enhance our product offerings to all of our customers in the pretzel category, including our private label and contract manufacturing customers," says Scott W. Smith, President.

Shearer's pretzel products can be found in area grocery and convenience stores. To learn more about Shearer's products, please contact Mr. Paul Smith, Director of Marketing and Product Development at 330-767-7128 or paulsmith@shearers.com.

FOR IMMEDIATE RELEASE

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www.shearers.com

Shearer's Foods, Inc., founded in 1974, is the manufacturer/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 has been named "Snack Manufacturer of the Year" by *Snack Food and Wholesale Bakery* magazine. Shearer's has been awarded the Weatherhead 100, Cascade Capital Business Growth Award and The Entrepreneurs EDGE Award for being 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 by winning the Manny Award and the Evolution of Manufacturing Award. Shearer's has been awarded the North Coast 99 ten consecutive years as a top employer in Northeast Ohio. *Inside Business* magazine has honored Shearer's as one of the top performing companies in Northeast Ohio eleven times with the Team NEO Success Award. Shearer's Snacks are distributed throughout the Midwest, New England states and parts of Canada.