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Snack Factory Pretzel Crisps Expands Line



Introduces Bite-Size Minis and Bold New Flavors

Snack Factory Pretzel Crisps, the world's first flat-baked pretzel cracker, is introducing two new flavorful additions and a new product line to their better-for-you snack offerings. Expanding the popular Deli Style line of Snack Factory Pretzel Crisps are Honey Mustard & Onion and Sea Salt & Cracked Pepper, two versatile options that, like all Snack Factory Pretzel Crisps, are perfect for dipping, topping and pairing with endless possibilities. In addition, Snack Factory introduces a bite-size version of two satisfying flavors, Snack Factory Pretzel Crisps Original and Cheddar Minis.

Now available nationwide, consumers can "rethink their pretzel" with these new introductions:

- **HONEY MUSTARD & ONION:** Complementing other bold flavors available in the popular Deli Style line-up, Honey Mustard & Onion marries tangy mustard and onion with the irresistible sweetness of honey.
- **SEA SALT & CRACKED PEPPER:** Giving consumers a distinctive base for creating layers of flavor in each bite, the new Sea Salt & Cracked Pepper perfectly balances the exuberant zing of fresh cracked pepper with the classic tang of sea salt.
- **ORIGINAL and CHEDDAR MINIS:** Inspired by consumer demand for wholesome, bite-sized snacking options that all members of the family can enjoy. Debuting in two flavorful varieties, Original and Cheddar, these new snacks are sure to be a hit with consumers on-the-go.

Made with high-quality, all-natural ingredients, Snack Factory Pretzel Crisps are only 110 calories per serving and contain no saturated fat, trans fat, cholesterol, preservatives, artificial flavorings or colors.