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For Immediate Release

New Popcorn Delivers Bold Flavor Punch!

Van Holten's launches Bacon Cheddar Popcorn.

Waterloo, WI – October 6, 2014- Van Holten's is expanding their ready to eat popcorn line by announcing a bold new flavor...Bacon Cheddar. Get the delicious taste of sizzlin' bacon and real cheddar cheese in one bite.

Bacon lovers get weak in the knees with one whiff of the irresistible smoky aroma. Cheese lovers can't resist the cheddar flavor explosion, and popcorn lovers will be more than satisfied with the perfect corn crunch. This ready to eat popcorn is gluten-free and has no trans-fat. Enjoy a bag on the go or snacking at home, either way Bacon Cheddar Popcorn is the perfect indulgence.

"Who doesn't love bacon & cheese?...we're very excited about this flavor," stated Steve Byrnes, President of Van Holten's. "Our Big Papa Dill Pickle Popcorn has been a hit and we want to build on that success with another unique flavor." "There are tons of options out there, which is why flavor is our focus, and after one bite you will know why we say...It's chedda-licious," added Byrnes.



About the Product

Bacon Cheddar Popcorn comes in peg-able 3oz bags packed in a 12 ct. stack-able display case with a tear-away front. Bacon Cheddar is line priced with Dill Pickle Popcorn and both flavors have a retail selling price of \$1.99-\$2.49. Bacon Cheddar Popcorn will be available to wholesalers and retailers nationwide on October, 27th. Cases of Bacon Cheddar can be preordered on our website.

About Van Holten's

Business has been booming for Van Holten's, having enjoyed 12 consecutive years of growth. Founded in 1898 the pickle company employs 70 people in Waterloo, WI. Famous for their Pickle-In-A-Pouch, Big Papa Dill Pickle Popcorn and recently added Pickleback Mixer, their products are distributed in all 50 states and Canada. Van Holten's products can be found at convenience stores, grocery stores, liquor stores, concession stands, and many other retail outlets.

For more information about Van Holten's and their products, visit www.vanholtenpickles.com

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