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FOR IMMEDIATE RELEASE

The Bachman Company Introduces New Restaurant Style Tortilla Chips

Reading, Pa., January 22, 2008 – The Bachman Company introduces their new Restaurant Style Tortilla Chips! The naturally good Tortilla Chips are gluten-free with 0g trans fat, no preservatives and 21g of whole grains per serving. Continuing a centuries old tradition, the sweetest whole grain kernels of white corn are soaked for hours and then ground with lava stones to the perfect consistency. 100% stone-ground whole grain white corn yields a tastier, crunchier Restaurant Style Tortilla Chip.

About PA Preferred:

Pennsylvania products have earned a worldwide reputation for quality. The Pennsylvania Department of Agriculture created the PA Preferred Program to promote locally grown and produced products. The PA Preferred logo identifies locally sourced products. When purchasing products with the PA Preferred logo, consumers will know that they have found foods grown and processed under some of the world's most stringent food safety standards. Bachman's updated product packaging, including their new Restaurant Style Tortilla Chips, highlights the PA Preferred logo. Bachman products are proudly displayed in PA Preferred school vending machines and specially designed grocery store racks. Additional information on the PA Preferred Program can be found at www.agriculture.state.pa.us/papREFERRED.

About Bachman:

The Bachman Company is family owned and operated with a long tradition of product excellence. Headquartered in Reading, Pennsylvania, with manufacturing facilities in both Berks County and Lancaster County, they've been committed to making quality pretzels and snacks for over 120 years. Visit www.bachmansnax.com to learn more about Bachman and all of their products.