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**HERR'S® INTRODUCES HOT SAUCE FLAVORED POTATO CHIPS  
Herr's bring the flavor. Texas Pete® brings the heat!**

Nottingham, PA (January 4, 2010) – Herr's Foods, Inc. has combined forces with TW Garner Food Company to create the next great taste in festive snack foods. The new Herr's Hot Sauce Flavored Potato Chips combine the fresh, great-tasting Herr's Ripple Potato Chips with the famous three-pepper zing of Texas Pete® Hot Sauce.

"This new flavor of Herr's chips is guaranteed to be one hot item," said Ed Herr, president of Herr's Products, Inc. "Hot sauce lovers, your chip has come in!"

Herr's and TW Garner are both family-owned companies with a long history of success with leading brands in their respective food categories. The partnership to create the Hot Sauce Flavored Potato Chips evolved from the growing trend toward flavored chips, and the product was developed in just a few short months.

"Texas Pete Hot Sauce fans use our products on a wide variety of snack foods and entrees and everyone loves a tasty potato chip," said Glenn Garner, Director of Marketing for TW Garner Food Company. "We're sure consumers will welcome Herr's Hot Sauce Flavored Potato Chips with the authentic spicy taste of Texas Pete built right into a fantastic Herr's potato chip."

The new Herr's Hot Sauce Flavored Potato Chips are available now in stores and vending machines across the United States, and online at [www.herrs.com](http://www.herrs.com).

**-More-**

**About Herr Foods, Inc. ([www.herrs.com](http://www.herrs.com))**

A recognized leader in the snack food industry, Herr Foods, Inc. is headquartered in Nottingham, Pa. The family-owned-and-operated company began 64 years ago in Lancaster, PA, and now employs over 1,500 people who make 340 delicious snack products, including a wide variety of potato chips, pretzels, tortilla chips, pork rinds and cheese curls. Herr's products are sold in 28 states and are available in a wide variety of stores and vending machines across the eastern half of the United States, as well as on military bases worldwide. For more information about Herr's<sup>®</sup>, please visit [www.herrs.com](http://www.herrs.com) and on Facebook/Herr's.

**About TW Garner Food Company ([www.texaspete.com](http://www.texaspete.com))**

Headquartered in Winston-Salem, North Carolina, TW Garner Food Company is famous for its Texas Pete<sup>®</sup> Hot Sauce, the number three brand of hot sauce in the United States. Founded in 1929 as a maker of barbecue sauce, the company now sells a full line of hot sauces, wing sauces and seafood sauces under the Texas Pete<sup>®</sup> brand, as well as salsa and tortilla strips under the Green Mountain Gringo<sup>®</sup> brand. Texas Pete<sup>®</sup> and Green Mountain Gringo<sup>®</sup> products are sold in supermarkets, military commissaries, convenience stores and restaurants throughout the United States. In 2010, Green Mountain Gringo<sup>®</sup> Salsa was named best overall salsa by [Epicurious](#), among 20 retail salsas that were tested.

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