

FOR IMMEDIATE RELEASE

GLK Foods Launches New Pickle Product Line with Oh Snap! Pickling Co.

The new fresh packed varieties go where no pickle has gone before

Appleton, Wis. (Oct. 13, 2015): GLK Foods is pleased to announce the nationwide launch of their Oh Snap! Pickling Co. brand, which includes three varieties of fresh-packed, single-serve pickles.

An innovative leader in the food industry, GLK Foods has been the world renowned producer of sauerkraut for over a century, but continues its goal of providing a wide variety of choices for consumers with their Oh Snap! brand.

“Because we are family owned, GLK Foods has such a rich history and when looking to expand, we couldn’t ignore the fact we were originally a pickling company,” said Ryan Downs, fourth-generation owner and president. “We have always looked to innovate and create new ways to do things that have been done forever. So we saw that potential in pickles to go where no others have gone before, and our Oh Snap! brand is a result of that mindset.”

Great Taste for On-the-Go Snacking

Whether it’s running errands, traveling for work, or heading out on a spontaneous road trip, day-to-day life in America is constantly on-the-go. Making time for sit-down meals is becoming difficult so snacking is the new norm, and a need for easy-to-eat food is clear. Oh Snap! is taking on that challenge and changing the way people think about pickles.

Pickles have always been a popular snack food, and now they’re even better with the launch of Oh Snap!. Oh Snap! single-serve flavored pickles are fresh packed with no added brine – this innovative process delivers superior crunch, great taste, and less mess!

Oh Snap! is available in three different varieties:

1. Gone Dilly – our classic whole kosher dill pickle.
2. Dilly Bites – our whole kosher dill pickle sliced into bite-size snacking cuts.
3. Hottie – our whole kosher dill pickle with an added kick.

With three different varieties, Oh Snap! individually wrapped pickles are the easy-to-eat, grab-and-go snack for pickle lovers everywhere.

Pricing and Availability

The three varieties of Oh Snap! are available in leading retailers around the U.S. including:

- Albertson's
- Bristol Farms
- Food Lion
- Fresh & Easy Marketplace
- Gelson's
- Grand Central Stations
- Kwik Trip
- Sheetz Convenience Stores
- Walmart
- Wegmans

Oh Snap! pickles are not only the best pickle in a pouch product on the market – they are also competitively priced.

For more information, visit the Oh Snap! Pickles Press Center on ohsnappickles.com or contact Tara Brzozowski, director of public relations at Element Creative at tara@goelement.com.

###

About GLK Foods

GLK Foods is a family-owned company with a 100-year tradition of making the finest quality sauerkraut and has grown to become the largest sauerkraut producer in the world. The maker of America's top-selling brands, GLK Foods continues to be the leader in food product innovation and is committed to giving consumers choice, convenience, and quality in all products. For more information, visit glkfoods.com.

Media Contact

Tara Brzozowski
Director of Public Relations
Element Creative
920-983-9700
tara@goelement.com