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**FOR IMMEDIATE RELEASE**

**THE BACHMAN COMPANY CELEBRATES THEIR 125<sup>TH</sup> ANNIVERSARY**

Reading, Pa., February, 27 2009- The Bachman Company celebrates 125 years of producing the highest quality pretzels and snack foods. Founder J.S. Bachman started the business with a small oven and a horse-drawn delivery cart in 1884, and now the company has evolved into a leading snack food producer.

“This is a great milestone for our company, and a real testimony to the hard work and dedication of so many talented employees who have been a part of the Bachman family over the years,” said Scott Carpenter, president of The Bachman Company.

Although the pretzel had been known in Europe for nearly 13 centuries by 1884, Bachman’s Bakery in Reading, Pa. was one of the first in America. Many changes have taken place in the Bachman Bakery over the years, but their insistence on excellence will never change. The Bachman Company’s signature Twist Pretzels and Rolled Rods are still made the old-fashioned way, not extruded but actually rolled or twisted by their Heritage Center Bakery machines.

Family owned and operated, The Bachman Company continues to be headquartered in Reading, with manufacturing facilities in Berks and Lancaster counties. Their product lines have expanded over the years to include Jax® Cheese Curls, 100% Stone-Ground Tortilla Chips, and Air-Popped Popcorn in addition to pretzels.

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“The Bachman Company has a long tradition of developing popular snacks with an innovative twist, and we will be continuing our tradition with the launch of several new items this year: Gluten Free Puzzle Pretzels and two cheese snacks- Multigrain Jax Cheese Curls and Treasure Puffs,” said Carpenter. “We are also redesigning several Bachman favorites into new, updated packages.”

To commemorate the milestone, The Bachman Company unveiled their 125<sup>th</sup> anniversary emblem. The emblem will be featured on their website and sales and marketing materials throughout 2009. Visit [www.bachmansnax.com](http://www.bachmansnax.com) to learn more about Bachman and all of their products.

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