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**FOR IMMEDIATE RELEASE**

**New Product**

**The Bachman Company's  
New Crispier & Crunchier Puzzle Pretzel**

With its new formula, The Bachman Company's Puzzle Pretzel is crispier and crunchier than ever. The improved Puzzle Pretzel is baked for premium quality, is all natural, and offers a good source of calcium. This crispy snack with a firm snap can be found in grocery stores throughout the northeast and online at [www.thepretzelstore.com](http://www.thepretzelstore.com).

**About The Bachman Company**

Since 1884, The Bachman Company has represented a long tradition of classic quality and product excellence. It is a family owned and operated company that has been committed to making quality pretzels and snacks for over 125 years — including gluten free and kosher product lines. Other Bachman favorites include Brick-Oven Flame-Baked® Pretzels, Jax Cheese Curls, Stone-Ground Tortilla Chips, Air Popped PopCorn, a variety of potato chips and more.

Bachman is headquartered in Reading, Pennsylvania, and has manufacturing facilities in Berks and Lancaster counties. The company is a proud participant in the PA Preferred Program, promoting locally-produced products. Visit [www.bachmanfoods.com](http://www.bachmanfoods.com) for more information and to see the [video](#) on how the Puzzle Pretzel is made.