



Contact:

Christina Faller, PR Director, Reese

Christina@reeseadv.com

610.378.1835

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Hi-Res Photos Available

**The Bachman Company's MultiGrain Jax Cheese Curls Were
Rachael Ray's Snack of the Day**

Wyomissing, Pa., May 4, 2010 – [The Bachman Company](http://www.BachmanCompany.com)'s Multigrain Jax Cheese Curls were recently featured on the Rachael Ray daytime talk show which airs on ABC Channel 6 and NBC Channel 8.

During the "Snack of the Day" segment, samples of the MultiGrain Jax were given to the entire audience along with some store coupons.

"We're excited that our Multigrain Jax were featured on Rachael Ray," said Jennifer Zechman, marketing product coordinator, The Bachman Company. "It was entertainment in itself watching people enjoy our snacks."

Visitors of www.RachaelRayShow.com can also order MultiGrain Jax and other Snacks of the Day on the [Saw It, Want It, Get It](#) section of the site.

The new Multigrain Jax Cheese Curls offer a delicious choice for healthier snacking. They are cholesterol-free, gluten-free, and peanut and tree nut-free. Each cheese curl is individually puffed and shaped from the finest whole grain corn and rice, then slow

baked for that famous Baked Jax crunch. Coated in a special blend of all natural cheddar cheese, Multigrain Jax have 5g whole grains per serving, 0g trans fat, and no artificial colors, flavors or preservatives. They are available in 6 oz. bags and convenient 100-calorie bags.

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. 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 for more information.

About Rachael Ray

Winner of the Daytime Emmy[®] for Outstanding Talk Show-Entertainment in 2008 and 2009, Rachael Ray is a daily one-hour syndicated talk show and is among the top-ranked daytime programs on television. Now in her third season, Rachael continues to bring her warmth and no-fuss attitude into the homes of millions of viewers with her signature quick meals, celebrity surprises, provocative discussions, hot musical performances and groundbreaking features.

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