



PRESS RELEASE



Simply Snackin® Introduces ALL NATURAL World’s Best 60 Calorie on-the-go Protein Snack

Philadelphia, PA October 7-9, 2012. Simply Snackin®, a family owned business based in Oshkosh, WI offers 6 all natural gourmet dried meat snacks during FNCE 2012 at Expo Booth #675 in the Natural and Organic Pavilion. While similar in appearance to jerky these snacks offer much more in taste and tenderness.

Recommended by nutritionists & dietitians, these high protein snacks made with beef sirloin or chicken breast meat offer a new twist with the addition of cranberries, blueberries, pineapples and more! Lean protein snacks that deliver satisfaction between meals when people on the go are looking for healthy options.

Guided by a philosophy that good food contributes to good health, co-founders Tom & Sue Kramlich utilized their combined 40 years of food industry experience to create a nutritious snack that did not have fillers, chemicals, or low quality ingredients - in short, the opposite of typical meat snacks on the market.

The result is Simply Snackin® a company and brand highly recognized for producing simply, nutritious and delicious gourmet snacks in a variety of savory flavors that travel well, and taste even better. Currently available online at www.simplysnackin.com

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To learn more about Simply Snackin® during FNCE 2012 visit Expo Booth 675 in the Natural and Organic Pavilion. For media inquiries and sample requests following the expo please contact Sue Kramlich by Phone 800-729-2849, or email: skramlich@simplysnackin.com