

Season's meat-ings

Seasonal flavors are not left out of the salty snack market, including holiday pretzels and popcorn tins; however, some snacking categories are stretching imaginations with

their seasonal product offerings. **Southern Recipe's Small Batch Pork Rinds** are offered in flavors that combine the inherent salty nature of pork rinds with sweet flavors, such as their Apple Cinnamon Flavor and Cranberry Jalapeno. These products are

a salty sweet combination that strays from traditional seasonal products, bringing renewed excitement, especially relevant as seasonal twists are a top interest of consumers (see Interest in Salty Snack Innovation).

FIGURE 29: SEASONED PORK RINDS FLAVORS



Rudolph Foods Southern Recipe Apple Cinnamon Flavored Pork Rinds are described as fried chicharrones that retail in a 3.625-oz. pack at \$2.98.



Rudolph Foods Southern Recipe Cranberry Jalapeno Flavored Pork Rinds are described as fried chicharrones that retail in a 3.625oz pack at \$2.98.