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**OLD WISCONSIN® INTRODUCES NATURAL CUT™: A NEW, ALL-NATURAL,
HEALTHY AND FLAVORFUL SNACK OPTION**

Homewood, IL (June 5, 2016) — With the growing demand for more natural and healthy snack options, Old Wisconsin® introduces a new lineup of all-natural, smoked snack bites, sticks and summer sausages—Natural Cut™. By producing items with no nitrates, preservatives or fillers, Natural Cut products provide consumers with the quality and flavor every snack lover is looking for. Natural Cut Sausage Snacks, Sticks and Bites are authentically hardwood-smoked for great flavor and made by using only the finest ingredients and spices.

“Growth in the Natural Food category is expected to continue through 2016 and beyond,” said Jeff Weber, Old Wisconsin’s national brand manager. “With Old Wisconsin’s new Natural Cut line, we’ve stayed true to our company’s mission to provide consumers with quality ingredients, outstanding flavor and convenient protein solutions, and we’ve added a process that is completely natural—from farm, to smokehouse to home—to meet the growing demand for natural and healthier snack options.”

Building on the strength, quality and flavor of Old Wisconsin’s leading meat snack category, varieties of Natural Cut include:

- Beef Summer Sausage: 6 oz.
- Original Summer Sausage: 6 oz.
- Beef Snack Bites: 6 oz.
- Turkey Snack Bites: 6 oz.
- Beef Snack Sticks®: 6 oz.
- Turkey Snack Sticks: 6 oz.

The new Natural Cut product line will complement Old Wisconsin’s other products, helping it maintain its position as the retail category leader in Sticks, Bites and Summer Sausages. This flavor-filled product adheres to its “natural” name by containing no MSG, binders, fillers or extenders and is gluten free. While this natural hardwood-

smoked product is shelf-stable and needs no refrigeration until opened, it does not contain nitrates, artificial ingredients or preservatives.

To learn more about Old Wisconsin's full lineup of Natural Cut products, visit www.oldwisconsin.com or call 800-621-0868. Members of the media are encouraged to visit www.buddig.new-media-release.com for information about Old Wisconsin and product images.

About Carl Buddig & Company

Based in Homewood, Illinois, Carl Buddig & Company has been feeding family traditions for more than 70 years with the very best in taste, variety and convenience. Carl Buddig & Company is the family-owned parent company of Buddig lunchmeat and Old Wisconsin hardwood-smoked sausage and snack products. Buddig offers an assortment of quality, thin-sliced lean meats for sandwiches, snacks and special recipes including Buddig Original, Premium Deli and Fix Quix® products. Old Wisconsin sausage and meat snack products are handcrafted and smoked over real hardwood fires. To learn more, visit www.buddig.com and www.oldwisconsin.com.

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