




A FRESH, FLAVORFUL

TWIST ON SNACKING

PRETZEL PETE®



BRAND PRESENTATION & PRODUCT CATALOG

A woman with long, dark hair, wearing a white dress, stands in a field of tall, golden grass at sunset. Her arms are outstretched to the sides, and she is looking towards the bright sun on the horizon. The scene is bathed in warm, golden light, creating a serene and peaceful atmosphere.

Pretzel Pete, Inc. is a family-owned, Hatboro, PA USA based manufacturer of value-added pretzel products. We have carefully developed our product line to deliver products that go beyond just great taste. The variety of shapes and flavors makes Pretzel Pete unique in the seasoned pretzel category. Our emphasis on clean labels, locally sourced ingredients and allergen safe production results in snacks that your customers will feel good indulging in and serving to their family and friends.

We are often asked why our pretzels carry such a robust taste even though we don't "cheat" with artificial flavors or flavor enhancers like MSG. The answer is actually quite simple.

It's our process!

At Pretzel Pete we use what is known as a "batch" process. The first step is we create a slurry mixture of the spices and nonGMO canola oil. Once the slurry is ready, it is added into batch tumblers along with the pretzels and they are mixed together to allow the slurry to soak through the shell of the pretzel. This insures that each and every bite of a Pretzel Pete pretzel packs a lot of flavor.

Our process is quite different than the big snack companies. They use industrial conveyor systems that spray the flavoring on to the pretzels as they fly by on the conveyor. Our "batch" process takes a bit more time and effort, but we think it's worth it!

Pretzel Nuggets

HONEY MUSTARD & ONION

Dusted with lip-smacking honey mustard and onion seasoning.



9.5 OZ (270g)

GARLIC & PARMESAN

Certain to satisfy the discerning garlic aficionado in the crowd.



9.5 OZ (270g)

CHEDDAR & ALE

Delightful cheddar flavor with just a hint of ale.



9.5 OZ (270g)

Seasoned pretzel nuggets were our very first product line and are still one of our bestselling! These bite-sized nuggets have a softer texture than most pretzels and are easier on the teeth.



The seasoning soaks through the shell and into the crevasses of the split in each nugget providing the “wow” flavor. The bite-sized nuggets are perfect when entertaining or as a delicious snack for anyone looking to snack “smart.”



Example of Knock-out Display Case

Example Six Case Stack

Seasoned Pretzel Pieces.....

CINNAMON BROWN SUGAR

A sweet fan favorite that blends Cinnamon and Brown Sugar Pretzel Pieces for a delicious treat.



9 OZ (255g)

BUFFALO BLUE

Spice up your day with the smooth fiery blend of our Buffalo Blue Pretzel Pieces for a delicious treat.



9 OZ (255g)

SMOKY BACON CHEDDAR

Fused with the flavor of Bacon and Cheddar Cheese for an exciting escape from your ordinary snacks.



9 OZ (255g)

Our most indulgent line! Our broken pieces pack a wallop of flavor that will satisfy even the biggest snacker in the house.



Don't be fooled by the robust taste though. Our pieces still adhere to our basic principles of avoiding artificial flavors and enhancers like MSG. No shortcuts!



Example of Knock-out Display Case

Example Six Case Stack

Pretzel Medleys

SMOKY GOUDA

Skip the wine and cheese!
We have the perfect party snack for your next get-together!



9.5 OZ (270g)

SOUR CREAM & CHIVE

A delicious blast of sour cream and chive flavor in every bite!



9.5 OZ (270g)

PACIFIC BBQ

A tangy taste of the tropics with just a bit of spicy heat!



9.5 OZ (270g)



We take our pretzels seriously. Our new product line, Pretzel Medley, provides an exciting escape from your ordinary snacks. Combining the traditional assortment of pretzel shapes with a mixture of mouthwatering flavors to suit every palate.

So, indulge in our Medley Seasoned Pretzels, and treat yourself to the ultimate snack for any occasion.



Example of Knock-out Display Case



Stackable Display Cases

100 Calorie Single Portion Mini Twists

HONEY MUSTARD & ONION

Generously dusted with lip-smacking honey mustard and onion seasoning.



0.8 OZ (23g)

SALTED CARAMEL

Indulge in the sweet, satisfying crunch of our Salted Caramel Pretzels.



0.8 OZ (23g)

CHEESE PIZZA

Satisfy your pizza craving one delicious bite at a time.



0.8 OZ (23g)



Many of us are looking to control our portion sizes these days and Pretzel Pete has the perfect solution: 100 calorie packs in a variety of flavors.



Perfect for the lunch box, at the beach or just to have on hand when you are looking for a fulfilling, guilt free snack to get through the day. Also great as stocking stuffers!



Seasonal Products/Limited Editions

MARGARITA (SPRING)

Delicious margarita flavors of salt and lime combine for good times. Olé!



6 OZ (170g)

SOUR CREAM & HABANERO (SUMMER)

Warning: These savory nuggets bring the flavor AND the heat!



9 OZ (255g)

BEER MUSTARD (FALL)

Finally, the world's perfect combination is now available...



9 OZ (255g)

PEPPERMINT SNOWFLAKE (WINTER)

A suprisingly unique sweet & salty fusion of pretzel and peppermint.



6 OZ (170g)



From time-to-time Pretzel Pete offers limited time, seasonal products to spice up a special time or holiday period. These offerings often change so be sure to check with us so you don't miss out!





Pretzel Pete proudly offers bulk, co-packing and private label services. Due to their unique shapes and textures, salted and seasoned pretzels are a great input in snack mixes.

The range of seasonings and pretzel formats available is extensive and can be tailored for an individual need or project.

Looking to have our pretzels packed in your branding? Pretzel Pete offers co-packing and private label services and has already successfully completed projects with some of the largest national retailers both in the U.S. and overseas.

Our facility in Hatboro, PA is SQF-, kosher- and GFCO (Gluten Free) - certified.



Bulk Pretzels (Unseasoned)

Pretzel Pete is pleased to offer a full-range of bulk pretzels (unseasoned) in cooperation with our partner bakery Savor Street Foods in Reading, PA. We can offer a full range of pretzel items that are perfect for a variety of applications.

All products have a 5-month shelf life in bulk packaging (which can be extended when packed in high barrier packaging film after receipt).

The photo depicts some of the most popular products and their relative sizes.

NOTE: Each square is 1cm x 1cm.



Mini Twists



Micro Minis



Nuggets



Nutzels



Balls



Pieces



Treats (Mini Sticks)



Customer Testimonials

“I just tried your Cheddar and Ale pretzels, and all I can say is holy s#! these things are great. Sorry for the language, but the bag barely made it home from the Giant. Seasoned perfectly and not cheap with the seasoning either. You have a new customer for life. Thanks for the AWESOME product.”

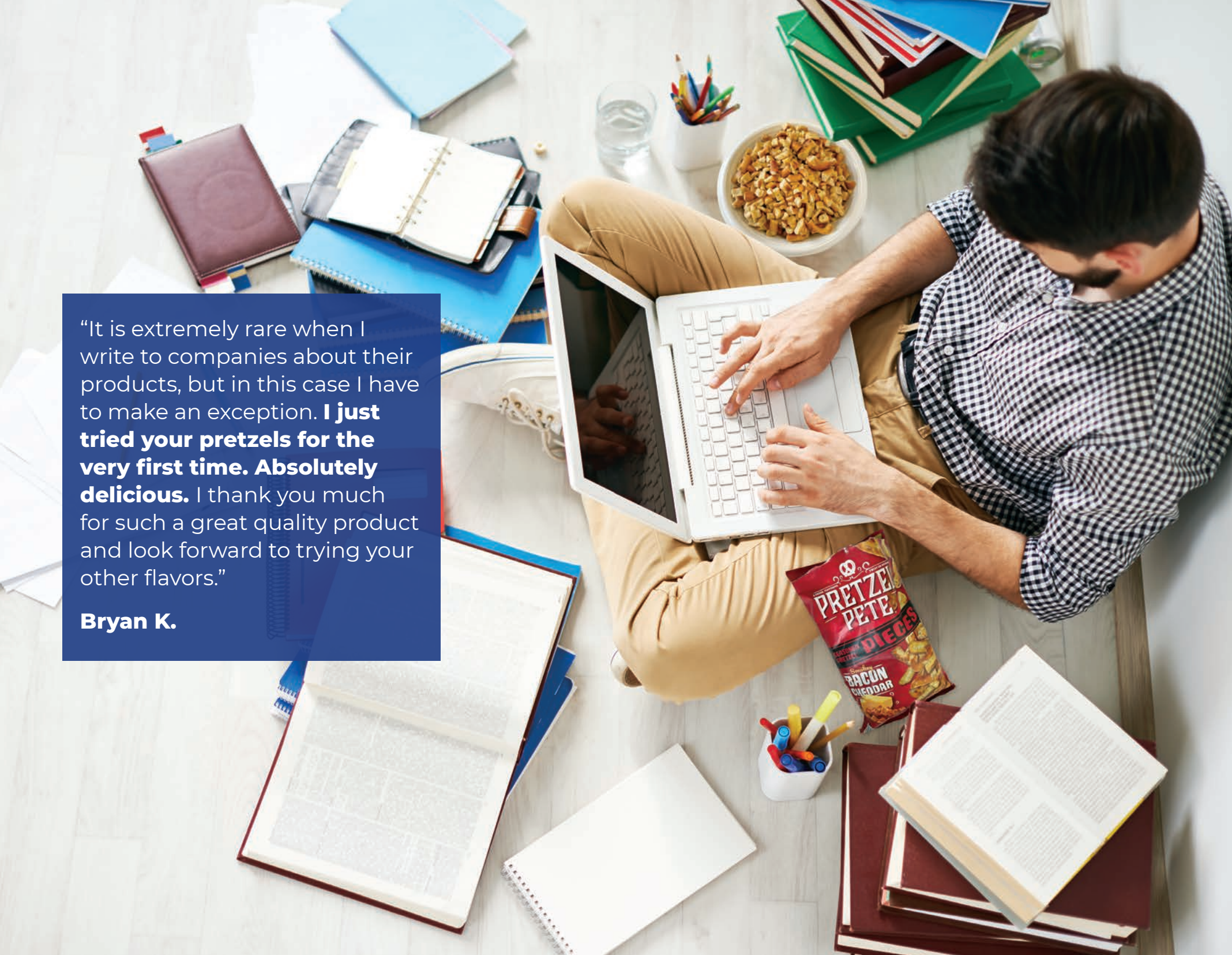
Mike M.

“I just recently discovered your Cheddar Ale pretzels, last night a matter of fact, and I just wanted to tell you: Thank you! I love pretzels of all shapes, flavors and sizes, hard or soft but sometimes the seasoning just isn't with some companies or the pretzels are dry. But you guys have got it going on. I've felt compelled to write a company and let them know they're doing a good job, but when I opened my bag this afternoon eat with my ham sandwich, I was blown away by the amount of flavor you guys harnessed in this bag. Thank you!”

Michael R.

“Just wow! I love Garlic, but could not find this type of product anywhere. Your product is everything that I was looking for to satisfy my desires. I love it as a small snack; I love using it crushed up and sprinkled on salads, mashed potatoes, and even doing a cheese ball. It is great for seasoning just about anything...Thank you!”

Molly C.

A top-down view of a man with dark hair and a beard, wearing a black and white checkered shirt and tan pants, sitting on a light-colored wooden floor. He is using a white laptop. Surrounding him are various items: a bowl of pretzels, a glass of water, a container of colored pencils, a stack of books, a notebook, and a bag of Pretzel Pete Bacon Cheddar Pretzels. The scene is set in a workspace or study area.

“It is extremely rare when I write to companies about their products, but in this case I have to make an exception. **I just tried your pretzels for the very first time. Absolutely delicious.** I thank you much for such a great quality product and look forward to trying your other flavors.”

Bryan K.



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