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**FOR IMMEDIATE RELEASE**

**NEW ALEXIA SWEET POTATO FRIES: THE PERFECT COMPLEMENT  
FOR AUTUMN DINNERS**

*Alexia Foods Adds New Varieties of Sweet Potato Fries to Product Line including Waffle Cut with Seasoned Salt and Crinkle Cut with Sea Salt and Pepper*

**EAGLE, Idaho, Oct. 18, 2010** – The changing color of leaves and cooler weather of fall often signals a change in culinary palates as well, with cravings for heartier at-home meals featuring flavors of the harvest season. This autumn, Alexia Foods makes it easy to perfect dinner with new Alexia Crinkle Cut Sweet Potato Fries with Sea Salt and Pepper and Alexia Waffle Cut Sweet Potato Fries with Seasoned Salt. Whether cooking supper at home for two or planning an autumn get-together, the gourmet, chef-inspired fries are the perfect seasonal complement to any fall dish.

“Here’s to autumn! The crispy texture and sweet taste of Alexia Sweet Potato Fries combined with just the right balance of seasoning, complete fall plates with style and substance,” said Mauro Pennella, vice president and general manager, Alexia Foods. “The addition of Alexia Crinkle Cut Sweet Potato Fries with Sea Salt & Pepper and Alexia Waffle Cut Sweet Potato Fries with Seasoned Salt offer discerning at-home chefs even more options to enjoy the hearty, healthy vegetable in a convenient way.”

These two new sweet potato fry varieties join the already popular Alexia Sweet Potato Julienne Fries and Alexia Spicy Sweet Potato Fries with Chipotle Seasoning. The all-natural Alexia Sweet Potato Fries offer the season’s best flavors:

- **Alexia Crinkle Cut Sweet Potato Fries with Sea Salt & Pepper** – Lightly seasoned with just the right balance of sea salt and cracked pepper to create a flavorful all-natural taste
- **Alexia Waffle Cut Sweet Potato Fries with Seasoned Salt** – The savory flavor of sweet potatoes is accented with a dash of seasoned salt to create an exciting alternative to the conventional fry

**- More -**

- **Alexia Sweet Potato Julienne Fries** - Alexia Sweet Potato Julienne Fries are simple at its best. The naturally delicious and sweet vegetable is seasoned with a little sea salt to give it the perfect balance
- **Alexia Spicy Sweet Potato Julienne Fries with Chipotle Seasoning** – The perfect combination of the sweet and savory flavor of sweet potatoes with spicy Chipotle seasoning for a little kick

In addition to the varieties above, Alexia has crafted a complete collection of mouth-watering fries made with all-natural, quality ingredients as well as non-hydrogenated oils.

### **Pricing and Availability**

New Alexia sweet potato fries are sold at grocery and natural food stores nationwide for a suggested retail price of \$3.49. To find more crowd-pleasing, all-natural frozen foods from Alexia visit

[www.AlexiaFoods.com](http://www.AlexiaFoods.com).

### **About Alexia**

Alexia Foods was founded in 2002. Alexia products are available at natural, gourmet, club, grocery and mass retail stores. For more information, please visit us at [www.AlexiaFoods.com](http://www.AlexiaFoods.com) or [www.facebook.com/AlexiaFoods](https://www.facebook.com/AlexiaFoods).

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