



Mt. Olive Pickle product featured on ‘The Price is Right’

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MOUNT OLIVE, NC—Mt. Olive Pickle Company, Inc. will have one of its products featured on the popular TV game show “The Price is Right.”

The show that features Mt. Olive’s new picklePAKs™ will air this Friday, November 9 at 11 a.m. on CBS affiliates, including WRAL and WNCT locally.

Mt. Olive’s picklePAKs™ are the first easy-to-pack pickles in single serve cups. Introduced in early summer, picklePAKs™ can now be found on grocer shelves in all 50 states.

Now in its 36th season, “The Price is Right” has recently generated media buzz with new sets and a new host in Drew Carey. Carey started his role October 15, replacing long-time host Bob Barker who retired after 35 years on the show. “The Price is Right” is America’s longest-running and highest rated game show.

“We are excited to be featured in a game on ‘The Price is Right’,” said Lynn Williams, company spokesperson. “The show has such a large and loyal following. We believe it will be great exposure for Mt. Olive and for the picklePAK™.”

In addition to “The Price is Right” appearance, Mt. Olive is promoting its new picklePAKs™ through a national consumer online contest. The company is asking consumers to help it name four new “spokespickles.” The winning name for each character is worth \$7,500, or \$30,000 for all four. For contest rules and to enter, visit www.picklepak.com. The contest runs through December 31, and winners will be named in January.

picklePAKs™, sold in packages of four 3.7 oz single serve cups of Sweet Petite and Kosher Dill flavors, offer a healthier snacking option. The Kosher Dill variety has zero calories and zero carbohydrates, and the Sweet Petites have less than 100 calories per serving. In addition, picklePAKs™ have zero fat.

Mt. Olive Pickle Company manufactures and markets the best selling brand of pickles in the Southeast and second best selling and fastest growing brand in America. Located at the Corner of Cucumber and Vine in Mount Olive, NC, the company has been in business since 1926.

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