

PORK RIND

Facts and Figures

Carbohydrate-Free, High Protein Pork Rinds Gain In Popularity

(NAPSA)—With the renewed popularity of low-fat, high-protein diets, such as the Atkins Diet, many Americans have fallen in love with pork rinds. Recent research by leading schools of medicine has found that early controversies surrounding some of these diets may be unfounded and that the diets can work. This has led to a resurgence in the popularity of these diets and in snack foods such as pork rinds. For years this high-protein snack was one of America's best-kept snacking secrets.

Pork Rinds Help Dieters Curb Appetites

Pork rinds have long been used by dieters to successfully curb appetites and lose weight. How can pork rinds help you to lose weight?

At a recent international meeting, featuring leading-edge research in nutrition and other biological sciences, some researchers examined what it is about certain foods that help dieters stay on track.

Several scientific sessions were related to diet and weight-control, including a special session entitled "Dietary Approaches to Weight Control—What Works?" Of particular interest was a presentation on "Satiety and Weight Management" by Barbara Rolls of Pennsylvania State University. Dr. Rolls is co-author of the best-seller: *The Volumetrics Weight Control Plan—Feel Full On Fewer Calories* by Barbara Rolls and Robert A. Barnett.



Pork rinds are catching on as a high-protein, carb-free tasty treat with salsas and other snack dips.

As explained in Rolls' book, "High-protein foods can decrease hunger and prolong satiety more than foods high in either carbohydrates or fat."

Also, based on Rolls' research at Penn State, food that's puffed up with air can be more satisfying than a smaller, packed-down portion. "The volume of food really does affect how satisfied you feel and how much you eat...you can trick your senses into believing you have eaten more food by pumping up the volume," according to Rolls.

"It is quite possible that pork rinds help dieters because protein helps you feel fuller and volume helps you feel fuller. Dieters report to us that they eat smaller servings of pork rinds than other snacks and they tell us that it curbs their appetite, but further study is required to determine the reasons why this is occurring. Independent laboratory analyses

confirm that pork rinds are mostly protein and only have five grams of total fat, which is mostly unsaturated fat," said Charlene Rainey of Food Research, Inc. Pork rinds have nine grams of protein per half ounce serving with zero carbohydrates. Because pork rinds puff up to 10 times their size when cooked, a full cup of fried pork rinds weighs only half an ounce and contributes 80 calories. Microwaved pork rinds are even lower in fat, and contribute only 60 calories.

According to Rudolph Foods, the world's largest producer of pork rinds, sales of the light, bacon-tasting snack are reaching new levels, due in part to the popularity of high-protein diets.

Said Rich Rudolph, "Our loyal pork rind customers love the snack for its bacon taste and crunch, but market research indicates pork rinds are really catching on with dieters who seem to be enjoying them as a snack that fills you up. They are also an excellent party snack served with a variety of salsas and dips. Compared to other snacks, a serving of high-protein pork rinds offers a tasty, no-carb alternative and has no artificial preservatives or flavors."

Rudolph Foods introduced pork rinds nationally in 1955 and now delivers to more than 20 countries worldwide.

Free Recipes

Recipes using pork rinds are available online at www.rudolphfoods.com.