

SOUTH 40 SNACKS Launches Premium Giant-Sized Sunflower Seeds

Seattle, WA, Nov. 13, 2018 – SOUTH 40 SNACKS LLC, has announced the launch of its Giant-Sized Sunflower Seeds – a bigger, better, tastier seed – that promises to bring excitement and innovation to the stagnant in-shell sunflower seed snack category.



“Many of us have fond memories of hanging out and eating sunflower seeds,” said founder Josh Schroeter. “Our seeds are enormously satisfying, pure, and simple. They are easier to crack than other seeds and the payoff is huge. Enjoying these seeds is simply the best possible way in the world to pass the time.”

South 40 Snacks is launching one item – Seeds + Salt – with the belief that a high-quality sunflower seed, batch roasted, salted to perfection, and packaged for freshness delivers a superior seed experience. The brand features upscale, premium packaging and a bold contemporary look designed to show off and celebrate the seed itself.

“It begins in the fields with the farmers, sourcing the highest quality seeds we can find. Next comes a balanced and robust roast that highlights the full-bodied flavor of our special seeds. That’s it...no added flavors or junk necessary.”

South 40 Snacks are non-GMO, gluten free and Kosher. The resealable 8 oz bags retail for \$4.99 and are now shipping nationally online at www.south40snacks.com.

About South 40 Snacks

After 12 tireless years reinventing the trail mix and nut snacks category and turning a small nut company into a household name, Josh Schroeter, co-founder of Sahale Snacks, took some time off and rediscovered one of his favorite childhood pastimes – eating sunflower seeds. He followed his passion to the fields and is now bringing this passion to the market for everyone to enjoy. South 40 Snacks has a simple mission, to help people slow down, take the time, and enjoy the seed.

For more information, please visit www.south40snacks.com.

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