



FOR IMMEDIATE RELEASE

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New Haven, IN — *October 3rd, 2026* — Every great food story starts with flavor, and Smokehouse Rollers is no exception. Rooted in the Midwest, where tradition and innovation come together, the journey began when Stutzman Brothers Meats brought Mishler's legendary Pork Jalapeño & Cheddar patties under its wing. From there, a partnership with distributor F. McConnell & Sons (McConnell's) turned those hometown flavors into something new: a portable, protein-packed snack designed for consumers on the go.

Now, Smokehouse Rollers is rolling into the future with three crave-worthy flavors built to satisfy today's snackers:

- **Steak N' Bacon** – A hearty, savory bite that brings together juicy steak and smoky bacon with the classic taste of a steakhouse favorite.
- **Pork County Fair** – A nostalgic blend inspired by fairground comfort foods, featuring tender pork with a hint of powdered sugar for that sweet, indulgent finish.
- **Pork Apple N' Cinnamon** – A sweet-meets-savory fusion of apple and warm cinnamon, delivering a bold new twist on tradition.

PREMIUM WAGYU BEEF STICKS
& NEW SMOKEHOUSE ROLLERS FLAVORS!

Wednesday, 15 October - 17 October
Chicago | McCormick Place
www.smokehouserollers.com

Savor the Flavor & Visit us at NACS Booth S7360

STUTZMAN Brothers MEATS
Mishler's
Smokehouse ROLLERS

Food programs centered around hot snacks give retailers a way to boost margins, while giving customers more reasons to stop in. And as more people look for smaller, protein-rich options (from everyday snackers to those managing appetite with GLP-1 treatments), rollers like these are showing up at exactly the right time.

"Smokehouse Rollers aren't just savory hot snacks, they're a story of Midwest flavor and legacy," said Noelle Lefferts, Marketing Coordinator at McConnell's. "With these new flavors, Smokehouse carries forward a local legacy while simultaneously fits a need for demand- hot savory food options that fit today's busy, on-the-move lifestyle."

It's only been two years since Smokehouse Rollers hit the market, but the story is already proof of what happens when authentic flavor meets innovation. From Midwest kitchens to convenience counters, the future of savory snacking is just getting started—and it's rolling strong.

You can experience what's next firsthand at **NACS 2025, Booth S7360, October 15–17 at McCormick Place in Chicago.**

For more information or to place orders, visit www.smokehouserollers.com

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