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ALEXIA "REINVENT A CLASSIC" FACT SHEET

In addition to the wide variety of gourmet-inspired side dishes already on store shelves, Alexia Foods and Tyler Florence are inviting consumers to "Reinvent a Classic" by voting for the next great Alexia french fry flavor. Now through March 30, 2012, consumers can visit www.Facebook.com/AlexiaFoods and click on the "Reinvent a Classic" tab to cast their vote for one of the following fry flavors:

Bruschetta Waffle Fries (created by Farihah Ali of Spice's Bites)

Made from a delicious combination of basil, oregano and garlic, this flavorful fry evokes tastes of an Italian countryside. Using simple but flavorful ingredients, blogger Farihah Ali says her waffle fries are best served with steak, chicken or sandwiches. Buon Appetito!



Classic Dill Julienne Fries (created by Angela Williamson of Fab Find Foodie)

This savory combination of Pacific Northwest Russet Potatoes, dill, onion and garlic offers potato lovers a new take on a classic favorite. Blogger Angela Williamson says her julienne fries have all the traits of a perfect pickle without the overpowering taste of vinegar.



Thai Spiced Sweet Potato Julienne Fries (created by Marla Meridith of Family Fresh Cooking)

Lime, ginger, red chilies and Red Thai Curry give this sweet and savory sweet potato fry a fragrant, delicate seasoning with a touch of heat. Blogger Marla Meridith says her distinctive blend of international flavors is sure to be a hit at any dinner table.



Herbes de Provence & Garlic Sweet Potato Julienne Fries (created by Chrystal Baker and Amir Thomas of The Duo Dishes)

This tasty blend of Herbes de Provence and garlic take on a classic, verdant flavor with the natural sweetness of sweet potatoes for a twist. Inspired by French flavors, bloggers Chrystal Baker and Amir Thomas feel their combination of classic seasonings make for a delicious fry everyone is sure to love.



Last Year's Winner: Parmesan Lemon Waffle Fries

Last year's "Reinvent a Classic" campaign winner, Alexia Parmesan Lemon Waffle Fries, will be available in stores beginning January 2012. This delicious combination of fresh lemon and parmesan flavors is a perfect gourmet twist on the classic American french fry.

