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For Immediate Release

Don't DILLay, Celebrate National Pickle Day

Van Holten's is partying with a pickle.

Friday, November 14th is declared as National Pickle Day. Van Holten's, known for their family of Character pickles: Big Papa, Hot Mama, Sour Sis & Garlic Joe, encourages you to celebrate this Dill-icious holiday by crunching on a pickle.

Pickle Facts:

- 1st annual pickle day was celebrated in New York City in 2001
- The word Pickle comes from the Dutch word Pekel
- Pickles are a "fruit" but commonly known as a vegetable
- Over 67% of all households consume pickles, averaging more than 200 billion pickles consumed each year

Don't get yourself "in a pickle" eat a pickle. The crunch and taste will be your reward.

- Choose from Dill, Hot, Kosher and Sour or have all four
 - It's totally up to you
- Purchase a Van Holten's pickle for yourself, a friend and great relative (It's always nice to share 😊)

Celebrate with a Pickle & Movie:

- Van Holten's is teaming up with Cinemark
- Save \$1 off a pickle with the purchase of any size Coca-Cola fountain drink
- Promotion runs from November 12th – 19th at participating locations

Remember Big Papa wants YOU to eat a Van Holten's pickle!

**YOU'VE BEEN!
PICKLED!**

More Information:

- Visit vanholtenpickles.com
- Find Van Holten's on Facebook, Twitter, Instagram & Pinterest

By: Van Holten's

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