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**\*\*MEDIA ALERT\*\* \*\*MEDIA ALERT\*\* \*\*MEDIA ALERT\*\***

**WORLD-RENOWNED MUSICIAN RALPH ROLLE  
TO POP UP AT WALMART STORES THROUGHOUT HOUSTON AREA FOR  
SOUL SNACKS COOKIES MEET & GREETs**



Photo credit: Erskin Isaac

*Rolle, the drummer for Nile Rodgers & Chic,  
Looks to Connect With Fans, Share His Family-Recipe Cookies*

**WHO:** [Ralph Rolle](#) might be the new hardest working man in show business. Rolle, the full-time drummer for Nile Rodgers & Chic, has successfully transferred his creativity with drums and cymbals to the context of mixing bowls and baking pans by establishing the New York-based Soul Snacks Cookie Co.

**WHAT:** This coming weekend (Aug. 12-14), Rolle will have his baker's hat on when he meets his customers in person at more than a dozen Houston-area Walmart stores that are currently selling two flavors of his Soul Snacks Cookies: Down Home Double Chocolate Chip and Grampy's Chocolate Peanut Butter Cookie.

Fresh from a European tour with Rodgers, Rolle will be in and around Houston on a nationwide rollout campaign for the Soul Snacks Cookie Co. to connect with fans on a more personal level and introduce them to his delicious creations. Swing by, say hello, take a photo and enjoy some samples and giveaways while there.

Still trying to balance his music and career as an entrepreneur, Rolle is confident that customers will be enticed to taste some of the product and learn what makes Soul Snack Cookies so soulful.

“A soulful snack is what I want people to taste when they taste one of our cookies and feel when I’m playing a song,” Rolle says. “It’s all about putting smiles on people’s faces when I’m playing or with one of our cookies. I’ve always loved to make people smile. That’s why most of us who are musicians and bakers do what we do: to make people happy.”

Passion and hard work are what drive Rolle’s businesses, and through the ups and downs, he’s managed to stay afloat and has grown through the journey. His cookies are now available in more than 700 Walmart and Kroger stores.

He believes that no day is a promise that you will see the rest of that day or the next: “I overcame 10 years of depression, and I’ve been on a lifelong journey to teach, through my example, that all is possible if you just get out of your own way.”

#### **WHEN, WHERE + TIMES:**

##### **Day 1 (Aug. 12):**

11 AM-12 PM Walmart Store #2505 - 5501 Highway 6, Missouri, TX 77459  
1-2 PM Walmart Store #5449 - 9929 Highway 6, Missouri, TX 77459  
3-4 PM Walmart Store #915 - 11210 West Airport Blvd, Stafford, TX 77477  
5-6 PM Walmart Store #768 - 1313 North Fry Rd, Katy, TX 77449  
7-8 PM Walmart Store #5091 - 26270 Northwest Freeway, Cypress, TX 77429

##### **Day 2 (Aug. 13):**

11 AM - 12 PM Walmart Store #1837 - 9451 FM 1960 Bypass, Humble, TX 77338  
1-2 PM Walmart Store #602 - 1025 Sawdust Rd, Spring, TX 77380  
3-4 PM Walmart Store #3390 - 10001 Woodlands Pkwy, Woodland, TX 77382  
5-6 PM Walmart Store #703 - 27650 State Highway 249, Tomball, TX 77375  
7-8 PM Walmart Store #5045 - 22605 State Highway 249, Tomball, TX 77375

##### **Day 3 (Aug. 14):**

12-1 PM Walmart Store #2066 - 2727 Dunvale Rd, Houston, TX 77063  
2-3 PM Walmart Store #3296 - 2700 S Kirkwood Rd, Houston, TX 77077  
5-6 PM Walmart Store #3297 - 12353 FM 1960 Rd West, Houston, TX 77065  
7-8 PM Walmart Store #1103 - 3450 FM 1960 RD West, Houston, TX 77068

\*All dates, times and Store locations are subject to change.  
Please follow @SoulSnacks on socials for live updates.\*

[Soul Snacks EPK](#)  
[Soul Snacks Promo Video](#)  
Website: [www.soulsnacks.com](http://www.soulsnacks.com)

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