

SECURITIES AND EXCHANGE COMMISSION

FORM 8-K

Current report filing

Filing Date: 2007-12-10 | Period of Report: 2007-12-07  
SEC Accession No. 0000950144-07-011014

(HTML Version on [secdatabase.com](http://secdatabase.com))

FILER

**LANCE INC**

CIK: **57528** | IRS No.: **560292920** | State of Incorporation: **NC** | Fiscal Year End: **1230**  
Type: **8-K** | Act: **34** | File No.: **000-00398** | Film No.: **071296116**  
SIC: **2052** Cookies & crackers

Mailing Address  
P O BOX 32368  
CHARLOTTE NC 28232

Business Address  
8600 SOUTH BLVD  
POST OFFICE BOX 32368  
CHARLOTTE NC 28232  
7045541421



---

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

---

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

Date of report (Date of earliest event reported): December 7, 2007

**LANCE, INC.**

(Exact Name of Registrant as Specified in Charter)

North Carolina  
(State or Other Jurisdiction  
of Incorporation)

0-398  
(Commission File Number)

56-0292920  
(IRS Employer Identification No.)

8600 South Boulevard, P.O. Box 32368, Charlotte, NC 28232  
(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (704) 554-1421

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
- 
-

**Item 8.01. Other Events.**

On December 7, 2007, Lance, Inc. (the “Company”) issued a press release related to the Company’ s non-controlling minority equity investment in Late July Snacks LLC, a privately held organic snack food company.

A copy of the press release is being furnished as Exhibit 99.1 hereto. The press release may contain forward looking statements regarding the Company and includes a cautionary statement identifying important factors that could cause actual results to differ materially.

**Item 9.01. Financial Statements and Exhibits.**

**(c) Exhibits.**

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release, dated December 7, 2007, regarding the Company’ s non-controlling minority investment in Late July Snacks LLC.

The press release furnished as Exhibit 99.1 shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act of 1934.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: December 10, 2007

**LANCE, INC.**

By: /s/ Rick D. Puckett  
Rick D. Puckett  
Executive Vice President and  
Chief Financial Officer

**SECURITIES AND EXCHANGE COMMISSION  
Washington, DC**

**EXHIBITS**

**CURRENT REPORT  
ON  
FORM 8-K**

Date of Event Reported:  
December 7, 2007

Commission File No:  
0-398

**LANCE, INC.**

**EXHIBIT INDEX**

Exhibit No.

Exhibit Description

99.1

Press Release, dated December 7, 2007, regarding the Company' s non-controlling minority investment in Late July Snacks LLC.



**CONTACTS:**

Russell G. Allen, Director – Planning & IR (704) 557-8219

Joe Calabrese, Financial Relations Board (212) 827-3772

**IMMEDIATE RELEASE**

**December 7, 2007**

**Lance, Inc. Invests in Organic Snack Food Company**

**Charlotte, NC, – December 7, 2007** – Lance, Inc. (Nasdaq-GS: LNCE) today announced that in an effort to increase its presence in the organic food sector, it has purchased a non-controlling minority equity interest in Late July Snacks LLC, a privately held organic snack food company.

“Entry into the organic food sector with our investment in Late July® is consistent with our strategy to increase our presence in the better-for-you products category, and will allow us to capitalize on growing consumer trends in the organic food space,” said Dave Singer, President and CEO of Lance, Inc. “We are excited about our investment in Late July®, and look forward to pursuing opportunities to leverage our collective strengths to drive profitable growth in both of our businesses.”

Founded in 2003 by the father-daughter team of Nicole Bernard Dawes and Steve Bernard, Late July Snacks LLC is a family owned and operated business producing organic updates on classic snacks. The company makes nine award-winning varieties of crackers, sandwich crackers and sandwich cookies, available in boxes, foodservice packs and single-serve packs. Headquartered in Hyannis, Mass., Late July’s products are certified USDA Organic and available throughout North America. Visit [www.latejuly.com](http://www.latejuly.com), or call (888) 85-SNACK for more information.

**About Lance, Inc.**

Lance, Inc., headquartered in Charlotte, NC, manufactures and markets snack foods throughout much of the United States and other parts of North America. The Company’s products include sandwich crackers and cookies, crackers, potato chips, cookies, sugar wafers, nuts, candy and other salty snacks. Lance has manufacturing facilities in North Carolina, Georgia, Florida, Texas, Iowa, Massachusetts and Ontario, Canada. Products are sold under the Lance, Cape Cod and Tom’s brand names along with a number of private labels and third party brands. The Company’s products are distributed through a direct-store-delivery system of approximately 1,500 sales routes, a network of independent distributors and direct shipments to customer locations. Lance products are distributed widely through grocery stores, convenience stores, mass merchants, food service outlets, and other channels. For more information on Lance, visit the Company’s website at [www.lance.com](http://www.lance.com).

This news release contains statements which may be forward looking within the meaning of applicable securities laws. The statements may include projections regarding future earnings and results which are based upon the Company’s current expectations and assumptions, which are subject to a number of risks and uncertainties. Factors that could cause actual results to differ, including price competition, industry consolidation, raw material costs, food industry factors, effectiveness of sales and marketing activities, interest rate, foreign exchange rate, and credit risks and acquisition integration and divestitures are discussed in the Company’s most recent Form 10-K filed with the Securities and Exchange Commission.