



## **popchips® Heats Up and Sweetens The Competition With Two New Flavor Innovations Being Introduced at Natural Products Expo West**

*--Crazy Hot Potato and Cinnamon Twist Sweet Potato Launch in Response to Consumer Demands--*

**los angeles, ca** (march 6, 2015) — *popchips* inc., the innovative popped snack company, today announced two new flavor innovations at the Natural Products Expo West trade show in Anaheim, CA. The brand's newest offerings, which hit stores nationwide this summer, include:

- **Crazy Hot Potato:** The brand's spiciest product to-date is hot enough to burn the competition in the second fastest growing snacking category. As hot as a habanero pepper, this flavor will make consumers lips tingle, but is balanced with a delicious cheesy note.
- **Cinnamon Twist Sweet Potato:** This satisfyingly sweet vegan-friendly variety combines a tantalizing union of sugar, cinnamon and a hint of tangy apple on a sweet potato chip.

"popchips has paved the way for healthier snacks that deliver on taste and our two latest flavors will continue to ignite the market and satisfy consumer demand," said popchips CEO, Paul Davis. "The Crazy Hot Potato and Cinnamon Twist Sweet Potato were developed by our snack experts with consumer insights in mind and we're confident the two will stand out and excite shoppers."

Like all *popchips* products, the new Crazy Hot Potato and Cinnamon Twist Sweet Potato flavors are created using heat, pressure, and no oil in the popping process. The chips contain no artificial ingredients, no trans-fat, are gluten-free, kosher and have less than half the fat of fried chips. Both new flavors will hit store shelves this summer in 3.5 oz. bag for the suggested retail price of \$2.99. Crazy Hot Potato will also be available in 1 oz. bags for the suggested retail price of \$1.49.

###

### **about popchips:**

*popchips*®, one of the hottest snacks brands in north america and the uk, is a delicious line of popped potato and tortilla chips with all the flavor and half the fat of fried chips. *popchips* has been winning awards and acclaim since its launch in 2007, while

garnering a passionate following among trendsetters, moms, sports enthusiasts, and celebrities alike. *popchips*' fans include jillian michael, ashton kutcher, and sean (diddy) combs.

*popchips* are now sold at over 30,000 retailers across north america and the uk, including whole foods market, safeway, kroger, target, walgreens, wegmans, loblaws, select costco locations, and online at [store.popchips.com](http://store.popchips.com). for more information about the company and its products, pop over to [www.popchips.com](http://www.popchips.com), become a fan on facebook or follow us on twitter.

**press contacts:**

Jackie Feldman  
Third Street Media Group  
[jackie@thirdstreetmediagroup.com](mailto:jackie@thirdstreetmediagroup.com)  
323.651.3200

Bill Harrison  
Third Street Media Group  
[bill@thirdstreetmediagroup.com](mailto:bill@thirdstreetmediagroup.com)  
323.651.3200