



## **popchips® Announces Limited Edition *Star Wars: The Force Awakens*™ Products Available at Retailer Locations Nationwide**

-- Film themed packaging to be included for three popular flavors --

**Los Angeles, CA** (Oct XX, 2015) — *popchips*®, the innovative popped snack company, today announced that it will offer unique, *Star Wars: The Force Awakens* themed product at retailers nationwide for a limited time.

The company will debut the special *Star Wars* designed packaging on three of its most popular flavors including BBQ, Crazy Hot and Sea Salt. The product packaging will feature characters from the highly anticipated *Star Wars: The Force Awakens* film, giving fans and moviegoers an exciting snack option prior to the film's debut.

"Snacking and entertainment go hand-in-hand and we know *popchips* fans will enjoy our *Star Wars: The Force Awakens* variety during this epic cultural event," says Marc Seguin, chief marketing officer at *popchips*. "*Star Wars* launched an entire generation of fans, which continues to grow, and we feel this is a perfect collaboration with our innovative brand. With the film's new characters featured on our products, consumers will have more excitement to reach for in snack aisles from coast to coast."

This newest offering follows *popchips* successful back-to-school snacking multi-pack introduction, which included classic *Star Wars*™ characters on the packaging.

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### **about popchips:**

*popchips*®, one of the hottest snacks brands in north america and the uk, is a delicious line of popped potato and veggie 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, Instagram, or follow us on twitter.

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