



popchips® Introduces All-New Ridges Line with Big Crunch and Bold Flavor

*--Launching at Natural Products Expo West, Ridges Will Roll Out in Four Distinct Flavors
to Retailers Nationwide in June --*

Los Angeles, CA (March 11, 2016) — *popchips* inc., the innovative snack company which pioneered the popping process for potatoes, today announced one of the company's boldest product innovations to date with the introduction of an entirely new product line called *Ridges*. The new announcement was made today by *popchips* CEO Dave Ritterbush at the Natural Products Expo West trade show in Anaheim, California.

popchips spent several years experimenting with its innovative process of combining heat and pressure to create an extraordinarily crunchy and bold tasting ridged chip. The new *Ridges* line rolls out to retailers nationwide in June in four taste bud-tempting flavors: salted, tangy barbeque, cheddar & sour cream and chili cheese.

"The new *Ridges* product was created to appeal to consumers who love crunch in their chips," said *popchips* CEO, Dave Ritterbush. "The texture of *Ridges* allows the boldness of our flavors to shine and delivers a big crunch you wouldn't expect from a chip that is never deep fried. For the first time ever, there's a big crunch, bold flavor ridged chip that tastes every bit as good as deep fried but with significantly less fat and calories."

popchips found that seven out of 10 better-for-you shoppers were seeking more crunch in their snacking, which *Ridges* were specifically created to deliver. What's more is that chip for chip, *popchips* *Ridges* contain 72 percent less fat and 55 percent less calories than the leading ridged chip brand. They are also gluten-free, kosher, contain no artificial preservatives, no synthetic colors, no cholesterol and zero grams of trans fat.

In addition to the launch of *Ridges*, *popchips* is simultaneously introducing entirely new packaging for the brand, prominently pronouncing flavor front and center. *Ridges* packaging will be black, a stark contrast to original *popchips*, which will now feature off-white packaging. Both will have bright pops of color and graphic imagery. The brand created the new packaging to give original *popchips* and *Ridges* their own unique look, while making it easy for consumers to differentiate between the two on shelf.

Ridges will be available in both a single-serve bag and a share bag at leading retailers nationwide. In addition to the four new Ridges flavors, original *popchips* come in nine delicious varieties: sea salt, barbeque, crazy hot, sour cream & onion, sea salt & vinegar, sweet potato, cinnamon twist sweet potato and organic kettle corn.

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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 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 Michaels, Ashton Kutcher, and Sean (Diddy) Combs.

popchips are now sold at over 30,000 retailers across North America and the UK, including Safeway, Kroger, Target, Walgreens, Wegmans, Loblaws, select Costco locations, Whole Foods Market, and online at [amazon.com](http://www.popchips.com). For more information about the company and its products, pop over to www.popchips.com, become a fan on facebook or follow them on twitter.

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