



BRAND PROPOSAL

LIVE LOUDLY

EVERYDAY

Our mission is to create an authentic rolled tortilla chip packed with bold flavors and fun in every bite. We are dedicated to preserving traditional Mexican flavors, while constantly evolving to bring you new and exciting tastes.







* New Branding and Packaging to Arrive Mid 2024.









WHY CHIPOYS'S COMPETITION

At Chipoys, we blend authentic Mexican culinary traditions with modern innovation. Our artisanal quality control is integral to this process. It involves meticulous, hands-on techniques by skilled artisans who ensure the consistency and excellence of our rolled tortilla chips. This traditional approach, paired with state-of-the-art equipment, allows us to maintain the authenticity and distinctive flavors of our products. We are dedicated to providing an authentic, high-quality snacking experience that honors our heritage and satisfies contemporary tastes.



Competition capacity struggles provide an opportunity for Chipoys to capture market share by offering:

- Increased production to meet the industry demand
 - Chipoys has expanded to 3 factory producing chips with 4th machine online Q1 2023
- Better taste and crunch
 - Focus group and consumer feedback is overwhelming positive v. leading competitor.
 - Chipoys' recipe and production process produces an authentic tasting and higher quality chip
- Better for you
 - Competition has double the amount of ingredients compared to CHIPOYS
- Know what the retailer want: smaller box counts to reduce cost outlay to retailer
 - O Competition sells 24 40 per box vs. Chipoys sells 10 per box
- Lower pricing and higher margins than competition



FLAVOR PROFILES









FIRE RED HOT

HIGHEST HEAT PROFILE SPICY WITH LIME HINTS

CHILE LIMON

MEDIUM HEAT PROFILE LEMON WITH SPICY KICK

SPICY RANCH

MEDIUM HEAT PROFILE WITH A FAMILIAR RANCH FLAVOR KICK

ORIGINAL

LOW HEAT PROFILE SALTY WITH A HINT OF LIME

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A tantalizing choice for those who love a fiery kick, these chips blend spicy chile with a hint of lime, offering a bold and zesty experience. Perfect for those seeking an intense flavor adventure.

LIST OF INGREDIENTS:



Corn flour (66%), corn oil, chili flavor seasoning (11%) [Maltodextrin, chili blend (3,5%), iodized salt (2,2%), lime powder (1%), corn starch, acidity regulator, spices, natural flavors, canola oil, coloring (beta-carotene), flavor enhancers (E631, E627, E62]

EAN 13:

8437018739325

DUN 14:



This flavor offers a balanced mix of tangy lime and a spicy chile. It's an ideal pick for those who enjoy a medium heat level with a refreshing twist of lime.

LIST OF INGREDIENTS:



Corn flour (66%), corn oil, chili and lime flavor seasoning (11%)[Maltodextrin, chili blend (4,4%), iodized salt (2%), lime powder (1,5%), corn starch, acidity regulator, spices, natural flavors, canola oil, coloring (beta-carotene), enhancers (E631, E627, E62]

EAN 13:

8437018739318

DUN 14:



Combining the familiar taste of ranch with a spicy twist, these chips are a fusion of creamy and zesty flavors including garlic and onion. They are suitable for those who enjoy a medium heat level with a comforting, familiar taste.







LIST OF INGREDIENTS:

Corn flour (66%), corn oil, ranch flavor seasoning (11%) [Maltodextrin, salt, onion (0,8%), garlic (0,8%), parsley powder, acidity regulator, milk powder, spice blend, coloring (beta-carotene, turmeric), natural flavors, canola oil, flavor enhancers (E631, E627, E62)]

EAN 13:

8437018739349

DUN 14:



For those who prefer a classic taste, the Original flavor offers a subtle blend of saltiness with a hint of lime. It's a simple yet satisfying choice, perfect for any snacking occasion.

LIST OF INGREDIENTS:





Corn flour (66%), corn oil, iodized salt (8,8%), citric acid (2,2%)

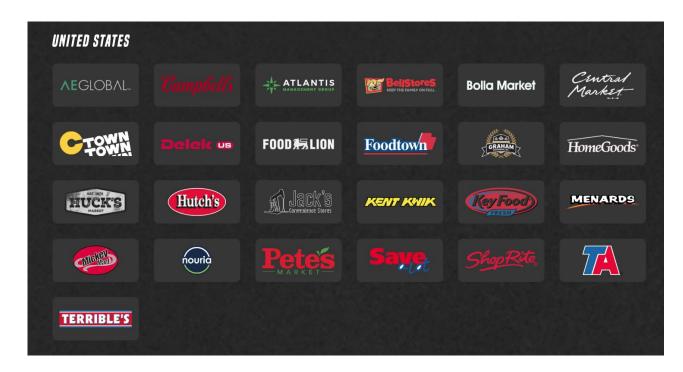
EAN 13:

8437018739301

DUN 14:

Distribution









Distribution / GCC







Thank You!

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