

**CHIPOYS<sup>®</sup>**

**LIVE LOUDLY!**





# 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



# vs COMPETITION

At Chipoyo's, 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 Chipoyo's to capture market share by offering:**

- **Increased production to meet the industry demand**

- Chipoyo's 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.
- Chipoyo's' 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**

- Competition sells 24 - 40 per box vs. Chipoyo's 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

\* New Branding and Packaging to Arrive Mid 2024.



**FIRE RED HOT**



113,4 gr

## **DESCRIPTION:**

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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.

 KOSHER

  
ETIMAD HALAL

## **LIST OF INGREDIENTS:**

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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:**

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8437018739325

## **DUN 14:**

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28437018739329

## CHILE & LIME



113,4 gr

### DESCRIPTION:

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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:

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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:

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8437018739318

### DUN 14:

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28437018739312



## SPICY RANCH



113,4 gr

### DESCRIPTION:

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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:

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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:

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8437018739349

### DUN 14:

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28437018739343

**ORIGINAL**



113,4 gr

## **DESCRIPTION:**

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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:**

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 KOSHER

  
ETIMAD HALAL

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

## **EAN 13:**

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8437018739301

## **DUN 14:**

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28437018739305



# Distribution



## UNITED STATES

AEGLOBAL

Campbell's

ATLANTIS  
MANAGEMENT GROUP

BeaStores  
KEEP THE FAMILY ON FULL

Bolla Market

Central  
Market

C  
TOWN  
TOWN

Delek US

FOOD  
LION

Foodtown

GRAHAM

HomeGoods

HUCK'S  
MARKET

Hutch's

Jack's  
Convenience Stores

KENT  
KNIK

KeyFood  
FRESH

MENARDS

Mickey  
Mart

nouria

Pete's  
MARKET

Save  
a Lot

ShopRite

TA

TERRIBLE'S

## EUROPE

CHIPOYS

REWE

Kaufland

EDEKA

Dave's  
AMERICAN  
FOOD

IBT  
INTERNATIONAL  
BRANDS  
TRADING

CHEF SAM  
COOKING NEW MARKETS

SPAR

Envis Snacks





# Distribution / GCC







**Thank  
You!**

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