

**CHIPOYS<sup>®</sup>**  
**LIVE LOUDLY!**



# Authentic Mexican Hot Chips Made Louder!



- Clean label with a much better taste profile
- Distributed as a warehouse program, ChipOys does not own any route trucks.
- A nine-month shelf life.
- Made in a well-established, family-owned Mexican facility in which they use an authentic, proprietary process with less chemicals.
- A young, emerging brand and as such they are not limited by a large corporate culture and are able to be fast, flexible, and fun.
- Planned to be supported by loud, disruptive marketing campaigns that will include the use of grass roots influences in music, sports and lifestyle that will build brand awareness and excitement.
- ChipOys is available through Dot Foods.





# Meet the TEAM



EA'CHIPOYS



@EA'CHIPOYS



# Flavor Profiles



**FIRE RED HOT**  
HIGHEST HEAT PROFILE  
SPICY WITH HINTS OF LIME



**CHILE LIMÓN**  
MEDIUM HEAT PROFILE  
LEMON WITH SPICY KICK



**SPICY RANCH**  
MEDIUM HEAT PROFILE  
FAMILIAR RANCH FLAVOR  
WITH A KICK



**ORIGINAL**  
LOW HEAT PROFILE  
SALTY WITH A HINT OF LIME



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# Sample POS



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# SRP & UOM



SIZE	CARTON	CASE
2oz	10	12 Caítions/Case (120 Units)
4oz	8	12 Caítions/Case (96 Units)



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# Cuñent Customeís





# Summaíy



- Focus on convenience
- Small box counts
- Waíehouse deliveíed
- High maígins
- Píomo/Backend píogíams
- Leading Bíand focuses on DSD to gíoceíy, club and mass







THANK YOU!

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