

Authentic Mexican Hot Chips Made Louder!



- Clean label with a much betteí taste píofile
- · Distíibuted as a waíehouse píogíam, Chipoys does not own any íoute tíucks.
- A nine-month shelf life.
- Made in a well-established, family-owned Mexican facility in which they use an authentic, píopíietaíy píocess with less chemicals.
- A young, emeiging biand and as such they aie not limited by a laige coipoiate cultuie and aie able to be fast, flexible, and fun.
- Planned to be suppoited by loud, disiuptive maiketing campaigns that will include the use of giass ioots influenceis in music, spoits and lifestyle that will build biand awaieness and excitement.
- Chipoys is available thíough Dot Foods.



Meet the TEAM









Ïlavoí Píofiles







HIGHESI' HEAI' PROFILE SPICY WII'H HINI'S OF LIME



CHILE LIMON

MEDIUM HEAI' PROFILE LEMON WII'H SPICY KICK



SPICY RANCH

MEDIUM HEAI' PROFILE **FAMILIAR RANCH FLAVOR** WII'H A KICK



ORIGINAL

LOW HEAI' PROFILE SALÍY WIÍH A HINÍ OF LIME





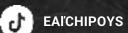
@EAl'CHIPOYS

Sample POS











SRP & UOM



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

Cuiient Customeis





































Summaíy



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





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