

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 influencers in music, sports and lifestyle that will build brand awareness and excitement.



Meet the TEAM









Ïlavor Profiles







HIGHEST HEA! 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

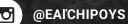


ORIGINAL

LOW HEAI' PROFILE SALIY WII'H A HINI' OF LIME



J



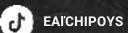
EAICHIPOYS

Sample POS











SRP & UOM



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





Current Customers





































Summary



- Focus on convenience
- Small box counts
- Warehouse delivered
- High margins
- Promo/Backend programs
- Leading Brand focuses on DSD to grocery, club and mass





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