

CHIPPOYS<sup>®</sup>  
LIVE LOUDLY!



# Authentic Mexican Hot Chips Made Louder!

- Clean label with a much better taste profile
- Distributed as a warehouse program, not DSD.
- 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.
- ChipOys will be available through Dot Foods.





# Opportunity:

## Market leader challenges in the market

---



- Taki exclusively delivers on their own route trucks, focuses primarily on drug, mass and chain grocery and bypasses Convenience Store Distributors
- Taki had a price increase over the summer, their list price on 4 oz is approximately \$1.60 per bag Increased wholesale pricing by 30% - 40%
- Domestic and international retailers have been either on allocation or complete lock-out from purchasing Takis
- Taki is limiting sales to domestic and especially international trading partners due to capacity constraints opening up numerous opportunities for Chipboys
  - Taki is experiencing significant growth and having issues keeping up with demand
- Negative reaction to number of ingredients/chemicals in chips from health-conscious consumers





# Meet the TEAM



EATCHIPOYS



@EATCHIPOYS



# Flavor Profiles



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



**CHILE LIMON**  
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



EATCHIPOYS



@EATCHIPOYS



# Sample POS



EATCHIPOYS



@EATCHIPOYS



# 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







THANK YOU!