

CHIPPOYS[®]
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.



Meet the TEAM



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

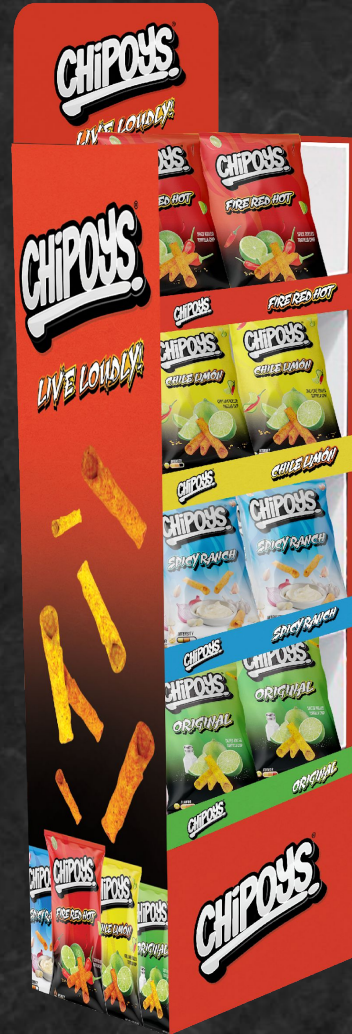


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Sample POS



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SRP & UOM



SRP = \$2.18 – 4oz

SRP = \$1.29 – 2oz

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



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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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THANK YOU!