

Prepared for:



# BRAND MISSION & VALUES

## Mission Statement

At Chipoy's, our mission is to revolutionize the snacking industry by offering an authentic Mexican chip that caters to the tastes of the modern, diverse consumer. Our rolled tortilla chips, crafted with traditional Mexican recipes and techniques, promise unparalleled quality and bold flavors. Embracing the 'Live Loudly' philosophy, we aim to infuse each chip with a sense of adventure and joy, meeting the demands of consumers who seek both authenticity and innovation in their snacking experience.

**LIVE  
LOUDLY!**



## Values

### Tradition Meets Innovation:

We honor the rich Mexican culinary heritage, bringing timeless flavors to life with a twist of modern creativity. Our passion for authenticity is matched only by our drive for innovation, ensuring that every chip is a taste of history and a bite of the future.

### Artisanal Excellence:

Chipoy's stands for artisanal quality. Our skilled craftsmen employ meticulous, time-honored techniques alongside cutting-edge technology to guarantee the superior quality and consistency of our rolled tortilla chips. This harmonious blend of the old and the new sets the standard for excellence in our industry.

### Inclusivity and Quality:

We pledge to make snacks for everyone, offering a variety of spice levels to suit all tastes. As a kosher and halal-certified brand, we celebrate diversity in both culture and flavor. Our chips aren't just snacks—they're a nod to global tastes and dietary inclusivity, ensuring there's something for every palate.

### Joyful Living:

We believe that life should be lived with joy and exhilaration. Chipoy's is more than a snack—it's a playful escape, a burst of adrenaline, and a token of moments lived on the edge. We invite our customers to revel in the fun and savor the pleasure that comes with every crunch.





# Brand Proposal

LIVE  
LOUDLY!



- Artisanal recipe rated with a much better taste profile and consumer price/value proposition than category leader. Authentically manufactured in Mexico using a state-of-the-art proprietary process.
- Spicy Chips and Spicy Rolled Tortilla Chips-fastest growing segment of salty snack category (+20%)
- 4 SKU's that cover full range of heat/intensity to satisfy consumer's taste preferences
- Chipoy's Spicy Ranch named Best New Product in 2023 by Convenience Store News
- Certified OU Kosher Pareve and Halal
- National C-store distribution/Regional grocery (14,000+ locations)
- Exciting consumer marketing/PR campaigns and social media in 2024




# Market Overview


## Hot Chips are Growing Significantly in MULO+C

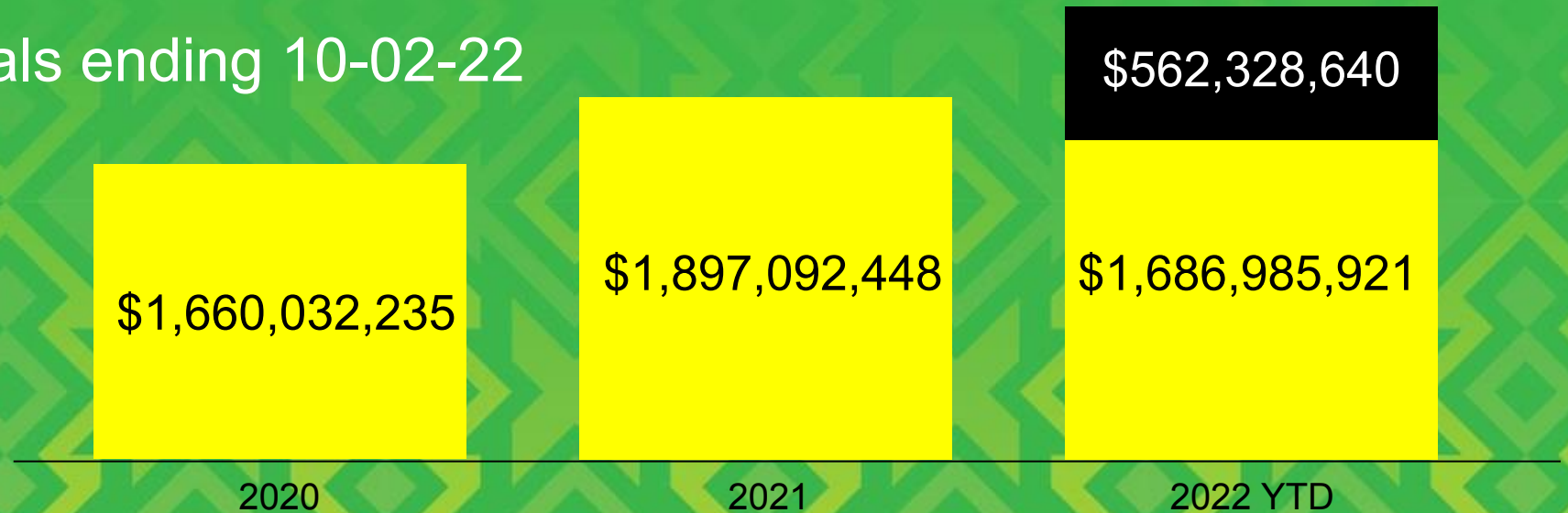
- Hot Chips in Multiple Outlet with Convenience Stores (“MULO + C”) have increased from a \$1.660B segment in 2020 to a projected \$1.897B segment in 2022
- The increase of +\$237M (+14.3%) from 2020 to 2021 has been increased to a projected +\$352M (+18.6%) from 2021 to 2022

## HOT CHIP MARKET VALUE

Mulo+c, ytd actuals ending 10-02-22

 \$ Sales

 Projected \$ Sales



Note: MULO + C the following channels: Food/Grocery, Drug, Mass Merchandisers, Walmart, Club Stores (BJs and Sam's), Dollar Stores (Dollar General, Family Dollar, Fred's Dollar), Military DECA (commissaries) and Convenience Stores (often called C-Stores).






# Market Overview

## Hot ROLLED Chips are Growing Significantly in MULO+C

- Hot Rolled Chips are growing in line with overall Hot Chips, increasing by +15.8% (+\$86.0M) in 2021 to a projected increase of +17.6% (+\$111.0M) in 2022
- This outpaces the Tortilla Chip market growing of +10.7% CAGR from 2020 to 2022

### Hot rolled chip market value

Mulo+c, ytd actuals ending 10-02-22

 \$ Sales

 Projected \$ Sales







# Flavor Profiles



## FIRE RED HOT

HIGHEST HEAT PROFILE  
SPICY WITH LIME HINTS



## CHILE LIMON

MEDIUM HEAT PROFILE  
LEMON WITH SPICY KICK



## SPICY RANCH

MEDIUM HEAT PROFILE  
WITH A FAMILIAR RANCH  
FLAVOR KICK



## ORIGINAL

LOW HEAT PROFILE  
SALTY WITH A HINT OF  
LIME

New

Size

1oz

2oz

4oz

10oz

Bags

10

10

8

12

Cases

12 Inner Sleeves/Case (120 Bags)

12 Inner Sleeves/Case (120 Bags)

12 Inner Sleeves/Case (96 Bags)

Case (12 Bags)

SRP

\$0.89

\$1.49

\$2.49

\$4.29

\* New Branding and Packaging to Arrive Mid 2024.





## DESCRIPTION:

A tantalizing choice for those who love a fiery kick, these chips blend spicy chile with a hint of lime, offering a bold and zesty experience. Perfect for those seeking an intense flavor adventure.

## LIST OF INGREDIENTS: USA



Corn, Vegetable Oil (one or more of the following: Corn Oil, Sunflower Oil, Canola Oil), and Chili Seasoning (Maltodextrin, Chili Mix, Iodized Salt, Lemon Powder, Cornstarch, Citric Acid, Spice Mix, Natural Flavors, Canola Oil, FD&C Red #40, Disodium Inosinate, Disodium Guanylate, and Monosodium Glutamate)



## DESCRIPTION:

This flavor offers a balanced mix of tangy lime and a spicy chile. It's an ideal pick for those who enjoy a medium heat level with a refreshing twist of lime.

## LIST OF INGREDIENTS: USA



Corn, Vegetable Oil (one or more of the following: Corn Oil, Sunflower Oil, Canola Oil), and Chili Lime Seasoning (Maltodextrin, Chili Mix, Iodized Salt, Lemon Powder, Cornstarch, Citric Acid, Spice Mix, Natural Flavors, Canola Oil, FD&C Red #40, Disodium Inosinate, Disodium Guanylate, and Monosodium Glutamate)



## DESCRIPTION:

Combining the familiar taste of ranch with a spicy twist, these chips are a fusion of creamy and zesty flavors including garlic and onion. They are suitable for those who enjoy a medium heat level with a comforting, familiar taste.

LIST OF INGREDIENTS: USA



Corn, Vegetable Oil (one or more of the following: Canola Oil, Sunflower Oil, Palm Oil), Iodized Salt, Milk Solids, Milk Powder, Natural Flavors, Garlic, Maltodextrin, Onion, Monosodium Glutamate, Citric Acid, Hydrolyzed Yeast, Artificial Colors (FD&C Yellow #5, FD&C Yellow #6), Spices, Sodium Inosinate, Sodium Guanylate, Tocopherols (as antioxidant), Calcium Silicate and Silicon Dioxide (as anti-caking agent).

CONTAINS MILK AND SULFITES.





## DESCRIPTION:

For those who prefer a classic taste, the Original flavor offers a subtle blend of saltiness with a hint of lime. It's a simple yet satisfying choice, perfect for any snacking occasion.

## LIST OF INGREDIENTS: USA



---

Corn, Vegetable Oil (one or more of the following: Canola Oil, Sunflower Oil, Palm Oil), Iodized Salt, and Citric Acid





# Private Label



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



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



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



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

## Size Available

2oz

4oz

10oz

## Additional Flavors Available

Chamoy

Extreme Hot

Habanero

Honey BBQ

*\* New Branding and Packaging to Arrive Mid 2024.*





# Product Innovation



Traditional Mexican  
Formats

Healthier Ingredient Options  
(Wheat or Potato Flour, Seaweed)





## FLAVOR PROFILES (EU)



### **FIRE RED HOT**

HIGHEST HEAT PROFILE  
SPICY WITH LIME HINTS



### **CHILE & LIME**

MEDIUM HEAT PROFILE  
LEMON WITH SPICY KICK



### **SPICY RANCH**

MEDIUM HEAT PROFILE  
WITH A FAMILIAR RANCH  
FLAVOR KICK



### **ORIGINAL**

LOW HEAT PROFILE  
SALTY WITH A HINT OF LIME





## DESCRIPTION:

A tantalizing choice for those who love a fiery kick, these chips blend spicy chile with a hint of lime, offering a bold and zesty experience. Perfect for those seeking an intense flavor adventure.

## LIST OF INGREDIENTS: EU



Corn flour (66%), corn oil, chili flavor seasoning (11%) [Maltodextrin, chili blend (3,5%), iodized salt (2,2%), lime powder (1%), corn starch, acidity regulator, spices, natural flavors, canola oil, coloring (beta- carotene), flavor enhancers (E631, E627, E62)]





## DESCRIPTION:

This flavor offers a balanced mix of tangy lime and a spicy chile. It's an ideal pick for those who enjoy a medium heat level with a refreshing twist of lime.

## LIST OF INGREDIENTS: EU



Corn flour (66%), corn oil, chili and lime flavor seasoning (11%) [Maltodextrin, chili blend (4,4%), iodized salt (2%) , lime powder (1,5%), corn starch, acidity regulator , spices, natural flavors, canola oil, coloring (beta-carotene), enhancers (E631, E627, E62)]



## DESCRIPTION:

---

Combining the familiar taste of ranch with a spicy twist, these chips are a fusion of creamy and zesty flavors including garlic and onion. They are suitable for those who enjoy a medium heat level with a comforting, familiar taste.

## LIST OF INGREDIENTS: EU

---



Corn flour (66%), corn oil, ranch flavor seasoning (11%) [Maltodextrin, salt, onion (0,8%), garlic (0,8%), parsley powder, acidity regulator, milk powder, spice blend, coloring (beta-carotene, turmeric), natural flavors, canola oil, flavor enhancers (E631, E627, E62)]





## DESCRIPTION:

For those who prefer a classic taste, the Original flavor offers a subtle blend of saltiness with a hint of lime. It's a simple yet satisfying choice, perfect for any snacking occasion.

LIST OF INGREDIENTS: EU  KOSHER



---

Corn flour (66%), corn oil, iodized salt (8,8%),  
citric  
acid (2,2%)

# Factory Highlights



## Logistics & Capacity

3 Active Frying & Packing Lines  
FOB San Diego

## Certifications

FDA & COFEPRIS Certification  
OU Kosher & Halal Certified  
HAACP/SQF Certifications in process





# Key Customers



## CURRENT PIPELINE





# Brand & Media

## Consistent Brand Execution

At every touchpoint on social media, Chipoyo's commits to delivering a seamless and cohesive brand experience. From our visuals to our narratives, witness the meticulous precision that ensures our brand's essence is undiluted and consistently resonates with our audience.

## Flavor Extravaganza

Anticipate our newest flavors with exclusive behind-the-scenes glimpses and premier taste-test sessions. Exciting taste adventures await!

## Interactive Campaigns

Participate in our engaging polls, dynamic challenges, and quizzes. Don't miss our fresh concept campaign: "Out with the Old, In with the Rolled".

## Customer in the Spotlight

We're celebrating our Chipoyo's community! Share your stories, creative chip uses, and join the conversation.

## Key Takeaway

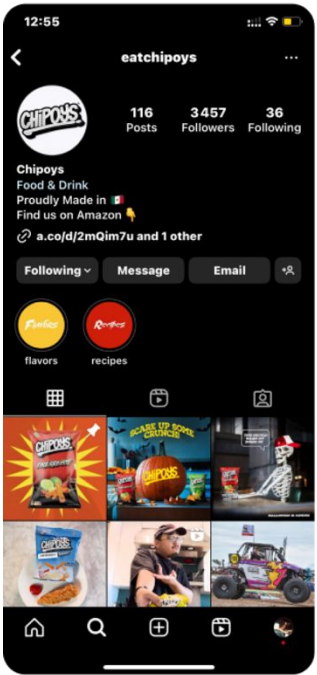
As Chipoyo's expands its social media footprint, prepare for a dynamic, fun-filled, and taste-tempting journey.

## Proactive Adaptive Strategy

Guided by audience insights and ever-evolving market trends, Chipoyo's remains agile in its approach. We're dedicated to refining our strategies, anticipating our customer needs, and delivering unmatched snack experiences that align with the pulse of our community.

## Tasting Events

Experience Chipoyo's like never before at our local pop-ups or through our virtual tasting sessions. Dive into a comparative journey of rolled chips vs. traditional triangle tortilla chips.







# Mood Board







# Ad Campaign







# Ad Campaign







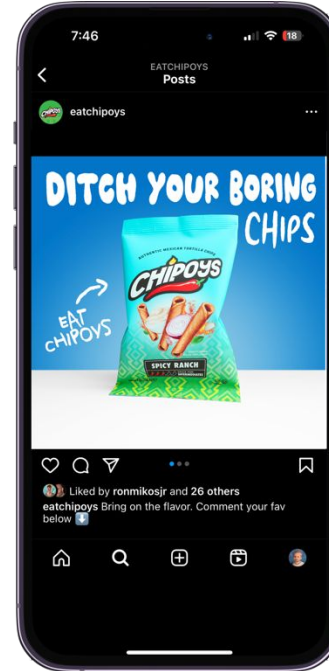
# Ad Campaign







# Ad Campaign





# Tasting Events







# Thank You!

Mohamed Raghdan  
International Brand & Business Manager  
C: +201222409988  
E: [moe@chipoys.com](mailto:moe@chipoys.com)

[www.Chipoys.com](http://www.Chipoys.com)



EATCHIPOYS



@EATCHIPOYS