



think popped!
never fried. never baked.

fact sheet

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become a snack fanatic:

tell us your story, spread some snack love share your favorite flavor. we always love to hear from fellow snack fanatics at snackers@popchips.com. and sign-up for our *popped culture* newsletter at www.popchips.com.

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company overview. think popped!

popchips™ are an all-natural line of popped chips with all the flavor and less than half the fat of fried chips. *popchips, inc.* was formed in 2007 to bring new flavor and real innovation to the snack aisle. thanks to the magic of popping, *popchips* offers a snack so tasty and crispy that you won't even notice it's (we hesitate to say) healthier.

popchips. all the flavor. where's the fat?

never fried (unhealthy), never baked (undelicious), *popchips* start with the finest potatoes, we apply heat and pressure, and pop! it's a chip. all that's added is a flavorful blend of all-natural seasonings. what's left out? more than half the fat of fried chips, lots of calories, and all of the trans fat, gluten, fake flavors, colors and preservatives (and greasy fingers) that give snacking a bad name.

because *popchips* are popped with heat and pressure, they are crispy and light and offer a lot more chips per serving. *popchips* has 20 plus chips per 1 oz serving, compared to 15 chips found in a traditional bag of fried chips.

all kinds of delicious. all kinds of fun.

popchips come in a variety of taste-bud popping flavors, including original, barbeque, sour cream & onion, cheddar, salt & pepper, sea salt & vinegar, jalapeño and parmesan garlic, chili lime, thai sweet chili & sweet potato.

popchips come in a single-serve bag (0.8 oz.) for a suggested retail price of \$1.29 or a 3 oz. bag for \$2.99 from retailers nationwide, including whole foods, safeway, target, krogers, wegmans and select costco locations. every flavor is also available from store.popchips.com.

company leadership

keith belling, co-founder & ceo

if there's anything i like more than snacking, it's the challenge of a new business. just tell me it can't be done, and i'm inspired. as a serial entrepreneur, it's what i've been doing for the past twenty+ years. it's what gets me out of bed (too early) in the morning, it's what keeps me up at night. *popchips* has really given me something to sink my teeth into. finally, my penchant for snacking together with my passion for launching a new business. of course, it doesn't hurt to have a great partner and a great idea. the ride has been amazing, and judging from the momentum, the best is yet to come. some of my past ventures include one of the first coffee bar chains in san francisco (oh-la-la!), a successful restaurant group (paragon restaurants) and the leading small business portal (allbusiness.com). well, that's the short list. other favorite things—great meals at great restaurants, traveling, bringing passionate people together, skiing and golf (though i can't remember having time for either of them), getting lost in a great book, and supporting favorite causes. did i mention snacking?

patrick turpin, co-founder & president

i'm a foodie. and i'll try anything once. that's why i love everything about the food industry—from eating at great restaurants to starting food businesses to snacking. obviously. with 20 years of food and retail experience under my belt, starting *popchips* was an all-natural next step for me. i managed costco's snack packaging business and i launched several other businesses including costco's executive membership and gas station businesses. in addition to being a food junkie, i'm a data junkie. i can really get my nerd on about identifying a nuanced trend in the data that others may be missing. i'm also driven by looking for opportunities to do things differently that others might have considered fully developed. other favorite things—my wife and two chips off the old block, sports, the beach and being outdoors, a good indie film, and causes that support at-risk kids.

get snacking, but first get popchips™

popchips are available at leading retailers throughout the u.s., including whole foods, safeway, target, wegman's, jamba juice, and select costco locations nationwide. to find a store near you visit www.popchips.com. and if you don't want to get up from your chair, you can order online at store.popchips.com.