



think popped!  
never fried. never baked.

## frankly answered questions (faq) everything you ever wanted to know about *popchips*™ (but had your mouth too full to ask).

we're never too busy snacking to answer your questions. if you don't find the answers to your pressing snack questions here, feel free to drop us a line at [snackers@popchips.com](mailto:snackers@popchips.com). if we're in the middle of snacking, which is quite likely, we'll get back to you as quickly as our one-handed typing will allow.

### how do you pop a chip?

popping is how we turn our all-natural ingredients into a tastier, surprisingly healthier chip. we start with wholesome potatoes, add a little heat and pressure, and *pop!* it's a chip. in fact, making *popchips* is almost as much fun as eating them. (we said almost.)

### are *popchips* potato chips?

nope. traditional potato chips are made from sliced potatoes. we turn our wholesome potatoes into what amounts to grains of rice or kernels of corn. we like to think of them as next generation potato chips. much easier to pop. much tastier to eat without regret.

### are *popchips* popped from sliced potatoes?

while we start with wholesome potatoes just like traditional potato chips, we turn our potatoes into the equivalent of a grain of rice or kernel of corn before popping them. take it from us, we don't think it's possible to pop a potato slice.

### don't chips need a lot of fat to taste really good?

you'd think. but we're able to pop up the flavor without any oil in the popping process. then we use a bit of all-natural safflower, sunflower and/or canola oil when we season them. so *popchips* have all the flavor, and less than half the fat of fried potato chips. which means you won't have to wipe your greasy chip hand on your jeans.

### what kind of oil do you use?

well, we don't use any oil in the popping process. we only use a bit of non-hydrogenated, non-gmo sunflower, safflower and/or canola oil when we season the chips.

### do *popchips* have any trans fat?

nope. there are 0 grams of trans fat in *popchips*.

### do *popchips* have any saturated fat?

there are 0 grams of saturated fat in our original, barbeque, sea salt & vinegar, jalapeño, salt & pepper, chili lime and sweet potato *popchips*, and only .5 grams of saturated fat in sour cream & onion, parmesan garlic and cheddar *popchips* because, well, it's sour cream and cheese.

### do *popchips* have msg or other flavor enhancers?

we do not use any msg in *popchips*. we only use all natural flavors.

### what's all-natural?

for us, it's simple: no fake colors, no fake flavors, no preservatives and no fluorescent orange fingertips. no, really. we take the finest all-natural ingredients and leave out all the bad stuff, like hydrogenated oils and msg, that give snacking a bad name.

### **do you use any preservatives, artificial flavors, colors or ingredients?**

nope. *popchips* have no preservatives, no fake flavors and no fake colors. every last chip is totally natural.

### **so how long do *popchips* stay fresh?**

because *popchips* are all-natural, they'll stay fresh in an unopened bag for more than 12 months. to anyone that has the self-restraint to let *popchips* sit in their cupboard that long to prove it, we commend you. remember though, they have no preservatives, so get a good chip clip after opening the bag. or better yet, just eat them all at once.

### **i want my *popchips*! why'd you make the bag so hard to open?**

we know that feeling of wanting to tear into your snack. far be it from us to get between you and your *popchips*, but in fact, we made it that way on purpose. our special bags are air-tight. it's how we make sure our all-natural *popchips* stay fresh and crispy. we've had a lot of practice tearing open our bags, so here are some chip tips:

- at the top of the bag, pinch the front and back right in the middle. give both sides a good yank, and you're in.
- or, try grabbing the seam on the back at the top with one hand and pulling on the front with the other.

we promise it'll be worth the little extra effort.

### **do *popchips* have soy in them?**

nope, there is no soy in *popchips*.

### **are *popchips* kosher?**

yes, all *popchips* are kosher certified by kof-k kosher supervision. our barbeque, sour cream & onion, parmesan garlic and cheddar flavors are kosher designated "dairy." all other flavors are non-dairy and kosher designated "parve."

### **are *popchips* gluten-free?**

our popped chips are not made with any gluten ingredients and, as of august 2011, we're happy to say that *popchips* have been officially certified by the gluten-free certification organization (<http://www.gluten.net/>); a program of the gluten intolerance group®, also known as gig®. look for the gf symbol on *popchips*' bags in stores soon! we're in the process of changing over our packaging to include this certification so there's a chance you'll find bags that do not have the symbol printed on the bag – but if they have a "best by" date of august 2012 or later, they are definitely gluten-free. snack on.

### **what about allergens like nuts or dairy?**

none of our chips contain nuts. barbeque, sour cream & onion, parmesan garlic and cheddar *popchips* contain dairy. these allergens are marked on the ingredient section of each bag, another reason to read that label.

### **do *popchips* have soy lecithin?**

we're happy to say that there's no soy lecithin in any flavor of *popchips*. and if you see it listed on a package of our parmesan garlic *popchips*, rest assured that it's not in the product, but just on some of the bags until we finish the process of changing out the old packaging.

### **how much sodium is in *popchips*?**

good news – we just lowered the sodium content of all flavors of *popchips* by an average of 30%! depending on the flavor, a single serve (0.8 oz) pack is now between 95 mg to 180 mg. our share bags now contain between 115 mg and 220 mg per 1 oz (28 g) serving. we're changing our packaging but it may take a little while before it makes it into your store so we'll continue to feature the old nutritional info on our website until we're sure the new packaging is on store shelves. If your bag of *popchips* has a "best by" date of august 2012 or later, you can be assured they have the lower sodium levels. Here are the new levels by flavor.

<b>sodium levels</b>		
<b>popchips flavor</b>	<b>single serve (0.8 oz)</b>	<b>1 oz serving</b>
original	160 mg	190 mg
barbeque	160 mg	190 mg
sour cream & onion	160 mg	190 mg
cheddar	180 mg	220 mg
sea salt & vinegar	140 mg	170 mg
salt & pepper	160 mg	190 mg
parmesan & garlic	180 mg	220 mg
jalapeño	160 mg	190 mg
chili lime	170 mg	210 mg
sweet potato	95 mg	115 mg

### **how much potassium is in popchips?**

for our snackers who like to get their “(k) for the day” (k = potassium!) *popchips* contain between 45 mg and 220 mg for a single serve (0.8 oz) bag, depending on the flavor. and our 1 oz (28 g) serving, range from 50 mg and 270 mg per bag. here are the exact amounts for each flavor.

<b>potassium levels</b>		
<b>popchips flavor</b>	<b>single serve (0.8 oz)</b>	<b>1 oz serving</b>
original	220 mg	270 mg
barbeque	180 mg	230 mg
sour cream & onion	210 mg	260 mg
cheddar	220 mg	270 mg
sea salt & vinegar	170 mg	210 mg
salt & pepper	220 mg	260 mg
parmesan & garlic	180 mg	220 mg
jalapeño	180 mg	220 mg
chili lime	200 mg	250 mg
sweet potato	45 mg	50 mg

### **are popchips non-gmo?**

yes, *popchips* are non-gmo.

### **are popchips vegan?**

our original, sea salt & vinegar, salt & pepper, jalapeño, chili lime and sweet potato *popchips* are vegan. and all the rest of our flavors are vegetarian.

### **do you have an organic line?**

not right now, but give us a while. in the meantime, you can enjoy *popchips* knowing that they're all-natural.

### **what is acrylamide?**

acrylamide is a naturally-occurring chemical that can form in some foods, including those made with potatoes, during some types of high temperature cooking. if you want to learn more, the u.s. food & drug administration has [more info here](#).

### **are popchips' bags recyclable?**

not yet, but we're working on it. because *popchips* are all-natural and have no preservatives, we insist on having the best packaging that keeps heat, light and air out, and our fresh flavor in. but we're very concerned about our carbon footprint, which is why we recycle materials wherever possible. and we support great environmental causes like the coastal commission, to make sure we're doing our share. in the meantime, we raise our hand out of the chip bag and promise that we're working harder than ever to find a recyclable, compostable and biodegradable bag that's both affordable and meets our high demands for the freshest, most flavorful chips.

### **quit holding back. where can i get some?**

*popchips* are available at leading retailers throughout the us, including whole foods, safeway, target, wegman's, jamba juice and select costco locations. you can find retailers that are convenient for you through our [store locator](#) and if you don't want to get up from your chair, you can always order from *popchips*' online store at: <http://store.popchips.com>.

### **i've only seen a few flavors on the shelf. what's up with that?**

while *popchips* are available in a variety of taste-bud popping flavors, not every retailer carries them all. if you want more flavors, you might practice some snacktivism and pop into your local retailer to ask them to carry your favorites. or you can order at our online store at <http://store.popchips.com>.

### **who makes popchips and where are they popped?**

we do! *popchips* is an all-natural brand of popped snacks from *popchips*, inc., which was founded in 2007. most of our chips are popped at our main popping facility in southern california.

### **i have a store. how do i get popchips on my shelf?**

by all means, get in touch with our sales team at [sales@popchips.com](mailto:sales@popchips.com). let's get popping!

### **i'm a snack fanatic. what do i do now?**

tell us your story, share your favorite flavor, get our [newsletter](#), "snack on this", follow us on [twitter](#), like us on [facebook](#) and spread the snack love. or just shoot us a note and say hi. we'd love to hear from you at [snackers@popchips.com](mailto:snackers@popchips.com).

## faq for internal use only—not to include on the website

### are sweet potato popchips made from real sweet potatoes?

yes, our sweet potato *popchips* are made with real sweet potatoes and other wholesome grains.

### why is rice the primary ingredient in your sweet potato popchips?

*popchips* is all about popping great tasting chips. turns out it's a little tricky to pop the perfect sweet potato chip. since sweet potatoes naturally have less starch than regular potatoes, they don't "pop" the same way. to get the right level of starch, we added other grains that have more starch (such as rice and corn) to help us to pop our sweet potato chips with the crispy, delicious flavor you'd expect from *popchips*.

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### what is maltodextrin?

maltodextrin is an easily digestible carbohydrate derived from natural foods. the maltodextrin in *popchips* comes from corn. it's a common ingredient that gives food a slightly sweet flavor with fewer calories than sugar. there's a minute amount, so it doesn't have a significant impact on the protein, fat, carbohydrate, or fiber content.

### do popchips have other flavor enhancers?

we use all-natural flavors, including autolyzed yeast extract (aye). aye is made naturally from yeast and salt, without enzymes, chemicals or any other unnatural processing. it enhances the flavor naturally—without artificial ingredients such as msg. because we promise our fellow snackers all-natural, and we mean it.

### what kind of salt do you use?

sea salt & vinegar *popchips* speaks for itself. and in our other flavors, we use a couple of different salts depending on the flavor. mostly, it's sodium chloride. *popchips* average about 99.8% sodium chloride content

### what we use canola oil?

not all canola oil comes from genetically modified crops . *popchips* goes to great lengths to purchase canola oil mechanically pressed from non-transgenic / naturally hybridized crops. the suppliers we purchase from participate in the non-GMO project. all our oils should be commended for being high oleic (high in good monounsaturated fats as compared to conventional oils), expeller pressed (physical pressing) vs. solvent extracted (chemical extraction) and non-gmo

### What is autolyzed yeast extract?

While there are some sources of genetically modified rapeseed out there, in order to provide an all-natural product, we at *popchips* go to great lengths to purchase canola oil certified from non-transgenic rapeseed (rapeseed that is not genetically modified).

autolyzed yeast extract (aye) is an all-natural alternative. aye has the same function as msg, but it's created using natural ingredients (yeast and salt) and processes (no enzymes or chemicals) so it is considered an all-natural flavor enhancer. we promise our customers an all-natural healthy snack, so we ensure that all of our products meet the requirements for that claim.

we list it clearly on the ingredient statement on the package. AYE does include low levels of natural-occurring glutamic acid, an amino acid that is related to but not chemically identical to msg. Glutamic acid can be found naturally in foods like tomatoes, mushrooms, corn, fermented soy (soy sauce, miso), kelp, etc. ... food ingredient sources all of which have a characteristic full umami flavor.