

the snackers' credo

we, the snackers of the world, raising our right hands out of the chip bag, do solemnly pledge to engage in more recreational eating; to double-dip into the onion dip as necessary; to throw more popcorn in the air to catch in our mouths; and to spoil our dinners on a regular basis.

we hold these truths to be self-evident:

- snacking is good and should be encouraged.
- there are few woes a snack won't cure. or at least make better.
- good eating should occasionally be no more difficult than opening a bag.
- a snack can do without fat content, but it can never do with out flavor content.
- if it doesn't taste good, it isn't a snack.
- you're allowed to eat the whole bag.

popchips™

think popped!
never fried. never baked.

