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## KETTLE BRAND® ANNOUNCES NEW POTATO CHIP FLAVOR IN THE CREATE-A-CHIP CHALLENGE: FULLY LOADED BAKED POTATO

**SALEM, Ore. – Sept. 22, 2009** – For the first time in Kettle Brand® history, potato chip lovers channeled their inner chip artists in the People's Choice Create-a-Chip Challenge. Using the limited-edition Kettle Brand® Create-a-Chip Kit, fans shook up their own all natural potato chip flavor masterpieces and shared the recipes online to inspire the ultimate Kettle Brand® Potato Chip. Thousands rose to the challenge, submitting delicious recipes like Summer Sweet Tomato, Garlic Cheese, Potatoes Au Gratin and Curry Ketchup and some less-appetizing including Gingerbread Anchovy, Peanut Butter Cheddar and Cream Soda Accident.

Drawn to fans' clear love of smoky, cheesy and creamy combinations, Carolyn Richards, Kettle Brand® Chief Flavor Architect, cooked up the newest addition to the Kettle Brand® line of potato chips: Fully Loaded Baked Potato.

"From triple cheese combos to bacon-inspired smokiness, our fans consistently mixed up big, bold recipes both online in our virtual Create-a-Chip Kitchen and at home using the Kit," said Richards. "At first I was thinking about a more tangy, tomato-based flavor with initial suggestions like Curry Ketchup, but ultimately I couldn't resist the rich, creamy flavor of Fully Loaded Baked Potato on our crunchy, salty Kettle Brand® chip."



Hitting grocery stores in early 2010, Fully Loaded Baked Potato joins past years' People's Choice flavors including Spicy Thai™, Buffalo Bleu™, and Death Valley Chipotle™ Kettle Brand® Potato Chips.

### About Kettle Foods

Founded in 1978, Oregon-based Kettle Foods is a privately owned company committed to producing great tasting, all-natural snacks with a caring commitment to its employees, craft and community. In doing so, it leads the industry as the No. 1 natural potato chip brand according to The Nielsen Company, with distribution throughout North America, Japan, Guam and Western Europe. Its manufacturing sites in Salem, Ore., Beloit, Wis. and Norwich, United Kingdom produce more than 20 flavors and four varieties of potato chip offerings, nut butters and trail mixes. The facility in Beloit, Wisconsin opened in 2007 becoming the first LEED® Gold certified food processing facility in the U.S. Visit [www.kettlefoods.com](http://www.kettlefoods.com) for more information.

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