



great taste...naturally™

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CREATE, RATE, INSPIRE: KETTLE BRAND® INVITES POTATO CHIP FANS TO MAKE THEIR OWN FLAVOR *- Limited-Edition Create-a-Chip Kit Available Now -*

SALEM, Ore. – May 7, 2009 – Kettle Brand® is inviting fans to shake up the next great Kettle Brand® Potato Chip flavor with the Create-a-Chip Kit, sold at select retailers and online for a limited time.

A first for chip lovers, the Create-a-Chip Kit includes everything budding flavor artists need to make their ultimate potato chips: four 1 oz. bags of unseasoned chips and seven packets of all natural seasoning blends including Lemon Butter, Caramelized Onion, Roasted Tomato, Cheddar, Vinegar, Sweet Chili and Sour Cream & Chive. For inspiration, each Create-a-Chip Kit also comes with 5 oz. bags of past People's Choice winners: Spicy Thai™, Buffalo Bleu™ and Tuscan Three Cheese Kettle Brand® Potato Chips.

“There’s no denying that making (and munching) Kettle Brand® Potato Chip flavors all day is a dream job,” said Carolyn Richards, Kettle Foods chief flavor architect. “Now, we’re letting our fans in on the fun, giving chip artists everything they need to dig in and create their own customized flavor.”



It’s easy! Just sprinkle on the all natural flavors using the Create-a-Chip Kit seasoning blends or add other ingredients from the fridge or pantry, and shake. Next, visit KettleChipChallenge.com to submit favorite recipes and be entered to win free Kettle Brand® Potato Chips for a year. Fan flavors will be featured online for others to rate and review on a five star scale from dull to delicious.

Limited-edition Kettle Brand® Create-a-Chip Kits™ are available online at KettleChipChallenge.com for \$14.99 (\$24.99 for two) including shipping to U.S. addresses and will be in Cost Plus stores nationwide and Fred Meyer stores in the Pacific Northwest this summer. The next People’s Choice Kettle Brand® Potato Chip flavor inspired by fan recipes will be unveiled in October.

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 for more information.

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