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## **KETTLE BRAND® INTRODUCES BEST SELLING SALT & FRESH GROUND PEPPER FLAVOR ON BAKED CHIP** *Rewards Snackers Who Choose Real Potatoes Over Puffs, Pops, Pulp and Flakes*

**SALEM, Ore. – Feb. 9, 2009** – At the same time Kettle Brand® launches new Baked Salt & Fresh Ground Pepper Potato Chips, the company is encouraging consumers to look more closely at the labels of traditional “diet” snacks.

Kettle Brand®, the natural snack food leader, is now offering one of its best selling flavors, Salt & Fresh Ground Pepper, on a baked potato chip with 65 percent less fat and only 120 calories per serving. It becomes the fifth flavor in the company’s popular Kettle Brand® Baked Potato Chip line, which also includes Sea Salt & Vinegar, Aged White Cheddar, Hickory Honey Barbeque and original Lightly Salted.

Unique among “diet” chips, Kettle Brand® Baked Potato Chips are the only baked chips made from whole slices of real potatoes and stand up to the all natural promise of its original line – non-GMO ingredients, no trans fats, no preservatives, only real food ingredients with absolutely nothing artificial added.



“Kettle Brand® Baked Potato Chips are in a league of their own,” said Julie Dunmire, Kettle Foods brand director. “We keep it simple: start with real potatoes, then slice, bake, season, and eat! Our potatoes are never dehydrated, pulverized, popped or molded like other ‘diet’ chips. Kettle Brand® Baked Potato Chips are naturally delicious.”

### **Fans Encouraged to “Get Real” with Pledge**

To celebrate the Kettle Brand® tradition of real potato slices and all natural ingredients, fans who visit [www.kettlepledge.com](http://www.kettlepledge.com) and say no to pulped, popped, flaked or puffed diet snacks will receive a coupon for new Kettle Brand® Baked Potato Chips.

Confident that snackers will enjoy the hearty crunch and all natural flavor of Kettle Brand® Baked Potato Chips, the company also instituted a Snackback Guarantee. If flavor fans aren’t satisfied, they’re invited to trade in their opened bag of Kettle Brand® Baked Potato Chips for a replacement bag of original Kettle Brand® Potato Chips at [www.kettlesnackback.com](http://www.kettlesnackback.com).

New Kettle Brand® Baked Salt & Fresh Ground Pepper Potato Chips will be available this Spring in 4 oz. bags for \$3.79 at supermarkets and natural food stores nationwide.

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**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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