

Kettle Foods Fact Sheet

Overview:	Kettle Foods is passionate about making the best tasting, most beloved, all natural potato chips in the world. Kettle Brand® Potato Chips are made in small batches with absolutely nothing artificial, and backed by a commitment to sustainable business practices – that’s why they’re so good. Founded in Salem, Ore., in 1978, Kettle Foods pioneered the kettle-cooked style with its delicious, all natural hand-cooked potato chips and has been setting the standard ever since. Its commitment has earned Kettle Foods recognition as the fastest growing potato chip brand in the U.S. (AC Nielsen).
Key Ingredients:	Real, all natural ingredients create the delicious, innovative flavors of Kettle Brand® Potato Chips. Kettle Foods selects beautiful potatoes, slices them thick and hand cooks them by the batch delivering the most satisfying crunch in the chip aisle. Real potatoes, real cheddar cheese, real chilies and peppers, real limes and other all natural ingredients season Kettle Brand® Potato Chips for a sensory sensation of pure potato chip bliss – nothing fake or artificial.
Product Line:	Kettle Foods offers a wide variety of all natural snack foods including Kettle Brand® Potato Chips, Kettle Brand® Baked Potato Chips, Kettle Brand® Krinkle Cut™ Potato Chips, Kettle Brand® Organic Potato Chips, Kettle Brand® Tortilla Chips, Kettle Brand® Roaster-Fresh® Nut Butters, and Kettle Brand® Handcrafted Nuts.
Headquarters:	Kettle Foods has called Salem, Ore., home since 1978. In 2007, the company opened its second U.S. production facility in Beloit, Wis. In addition to its U.S. facilities, Kettle Foods maintains a sister operation in Norwich, United Kingdom selling Kettle Brand® products throughout Western Europe and Asia.
Number of Employees:	Kettle Foods is an international company employing more than 700 people.
Community Involvement:	Kettle Foods donates hundreds of thousands of pounds of potatoes and thousands of cases of product to local hunger relief agencies and nonprofit organizations each year.
Environmental Initiatives:	Kettle Foods backs its natural brand promise with a commitment to sustainable business practices. We couldn’t make the best tasting chip if we didn’t build our company on the principle of coexisting in harmony with the environment. The company offsets 100% of its electricity use through the purchase of wind power credits. Its cooking oil is recycled into biodiesel that fuels a fleet of

company cars. The headquarters in Salem, Ore. is located adjacent to a restored wetland and hosts one of the largest solar arrays in the Pacific Northwest. Kettle Foods is also leading the industry in green building practices with its new potato chip factory in Beloit, Wis., the first U.S. food manufacturing facility to earn LEED® Gold certification.

- Management Team: Tim Fallon, president and general manager North America
Michelle Peterman, vice president of marketing
Howard Allred, vice president of finance
Jim McMullen, vice president of operations
Bret Hughes, vice president of human resources
Greg Intelkofer, vice president of sales
- Distribution: Kettle Foods products can be found in all 50 states, as well as Canada, Japan, Korea, Singapore, Hong Kong, Philippines, Indonesia, India, Mexico, Belize and Western Europe.
- Web Site: www.kettlefoods.com
- Awards and Accolades: Beloit, Wis. Environmental Leadership award
- Kettle Foods the first to receive this award given by the Beloit Chamber of Commerce to a company that demonstrates outstanding efforts in environmental stewardship
- Snack Food & Wholesale Bakery "Manufacturer of the Year"
- Kettle Foods awarded Manufacturer of the Year by *Snack Food & Wholesale Bakery* magazine, February 2008
- "The Most Sustainable Potato Chip in the U.S."
- Kettle Foods' LEED® Gold Beloit, Wis. facility is featured on NBC Nightly News on January 1, 2008
- LEED® Gold certification by the U. S. Green Building Council
- Kettle Foods' Beloit, Wis. potato chip becomes first food manufacturing facility to achieve LEED® Gold designation
- National Wildlife Federation for Backyard Wildlife Habitat™
- Kettle Foods awarded for its wetland preservation in Salem, Oregon and its prairie restoration in Beloit, Wis.
- New York Times "Taste Test"
- Kettle Brand® Lightly Salted Potato Chips were selected as the No. 1 potato chip from a taste test of 50 chip brands, July 2007
- Salem Audubon Society's 2007 Green Award for "Business of the Year"
- Kettle Foods honored for exemplary stewardship toward sustainability of the natural environment

The Portland Business Journal's "Oregon's Most Admired Companies"

- Kettle Foods named Oregon's No. 1 most admired company in the agriculture and forest products industry in 2006

Health Magazine "2006 Best of Food"

- Kettle Brand® Bakes Potato Chips, Hickory Honey Barbeque

Saveur Magazine "The Saveur 100"

- Spicy Thai Kettle Brand® Potato Chips included as #77 (Best New Snack) on the magazine's top 100 list, February 2006

Real Simple Magazine "Taste Test"

- Voted "Best Solo" Potato Chip – Spicy Thai Kettle Brand® Potato Chips, August 2005

Health Magazine "2005 Best of Food"

- 1st place winner in chip category – Chipotle Chili Barbeque™ Kettle Brand® Organic Potato Chips

Parade Magazine "2005 What America Eats"

- Spicy Thai Kettle Brand® Potato Chips included in annual roundup of food trends