



Contact: Erica Erland, Maxwell PR
503.231.3086/erica@maxwellpr.com

KETTLE BRAND® DRAFTS SWEET ONION FOR POTATO CHIP LINE UP, FLAVOR HITS STORES FOR GAME DAY SNACKING

SALEM, Ore. – January 5, 2009 – New all natural Kettle Brand® Sweet Onion Potato Chips score a flavor touchdown with a comforting taste of home cooking.

A perfect pairing of simmering onion and crunchy golden potato, Sweet Onion joins the Kettle Brand® line of “Big Game” snacking favorites like smoky Backyard Barbeque™, zesty Buffalo Bleu™ and fiery Death Valley Chipotle™.

“The flavor’s so cozy you’ll want to give the bag a hug,” said Carolyn Richards, Kettle Foods chief flavor architect. “It’s the quintessential comfort food, with a toasty aroma and balanced blend of sweet and savory flavors.”

As always, Kettle Brand® Potato Chips are made with only the finest potatoes and delicious blends of all natural seasonings – no trans fats, no artificial colors or flavors and no preservatives. Kettle Brand® also uses only non-GMO ingredients. Cooked in small batches by hand in pure, healthy oils under the watchful eye of dedicated chip cooks, every Kettle Brand® Potato Chip packs a hearty crunch and is a beautiful golden color.

Kettle Brand® Sweet Onion Potato Chips are available now in supermarkets and natural food stores nationwide and online at www.buykettlechips.com in 2 oz., 5 oz. and 9 oz. bags for \$1.19 - \$3.99.

Kettle Foods backs its natural promise with a commitment to sustainable business practices. The best tasting chips are a product of coexisting in harmony with the environment, which includes support for renewable energy, green building, habitat restoration, recycling and chipping in to help the local community.

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 ACNielsen, 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.

###

KETTLE FOODS INC.

3125 KETTLE CT. SE, P.O. BOX 664 SALEM, OR 97308 • P: 503.364.0399 • F: 503.371.1447 • WWW.KETTLEFOODS.COM