



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

HOLY JALAPEÑO! KETTLE BRAND® SETS CINCO DE MAYO ON FIRE WITH A SPICY, NEW POTATO CHIP FLAVOR

SALEM, Ore. – April 13, 2009 – With smoldering, south of the border flavor, new Kettle Brand® Jalapeño Potato Chips are naturally turning up the heat on Cinco de Mayo.

Hitting store shelves in May, in time for Cinco de Mayo celebrations, Kettle Brand® Jalapeño Potato Chips strike the perfect balance between fresh, well-rounded flavor and the simple heat of green, spicy jalapeño peppers. A fiery, festive flavor with a Kettle Brand® twist, these all natural Jalapeño potato chips are easy to eat with a satisfying heat that sneaks up on you. Paired with an ice cold cerveza, these chips are a delicious fiesta in a bag.

“We’ve known for a long time that our fans wanted a Jalapeño flavor but we had to get it just right,” said Carolyn Richards, Kettle Foods chief flavor architect. “Using only the best ingredients, we deliver the flavor our fans expect with absolutely nothing artificial. Try them yourself and taste the all natural difference.”



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® Jalapeño Potato Chips are available 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.

About Kettle Foods

Founded in 1978, Oregon-based Kettle Foods is a privately owned company producing great tasting, all-natural snacks backed by a commitment to sustainable business practices. 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 chips as well as tortilla chips, 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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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