

Kettle Brand® Milestones

- 2010 San Francisco based Diamond Foods acquires Kettle Foods from Lion Capital with plans to maintain Kettle's commitment to creating the highest quality all natural chips as well as its commitment to sustainability. Diamond Foods is known for investing in and energizing brands, so expect to see more Kettle Brand chips around the country.
- 2009 Kettle Foods introduces revamped line of Kettle Brand® Baked Potato Chips, backing its promise of 100 percent Kettle Brand® flavor with 65 percent less fat than regular potato chips with a Snackback Guarantee.
- 2008 Fans choose Death Valley Chipotle™ as the newest Kettle Brand® Potato Chip flavor in the fourth annual People's Choice campaign. The flavor beat out four other "Fire & Spice" contenders and is now setting fire to store shelves.
- 2008 Taking its commitment to habitat restoration straight to the bag, Kettle Foods partners with National Wildlife Federation to launch its newest flavor - Backyard Barbeque™. For every backyard certified as a healthy wildlife habitat during the promotion, Kettle Foods makes a \$1 donation to National Wildlife Federation.
- 2007 Kettle Foods opens its second U.S. production facility in Beloit, Wis., receiving LEED® Gold certification for green building practices.
- 2007 Marking its 25th anniversary of making Kettle Brand® Potato Chips, Kettle Foods celebrates 43 percent sales growth, making it the fastest growing company in the potato chip category.
- 2007 Kettle Foods donates \$100,000 to the new Salvation Army Kroc Center in Salem, Ore. marking the largest single charitable contribution in company history.
- 2007 Just in time for Cinco de Mayo, the company introduces its reformulated line of Kettle Brand® Tortilla Chips with five zesty flavors and a light crispy crunch.
- 2007 People's Choice: Passport to Flavor takes fans on an internationally-inspired adventure. Fans felt the island fever, voting to send Island Jerk™ to store shelves as the newest Kettle Brand® Potato Chip flavor.
- 2006 Blowing off conventional energy, the company announces that it is purchasing wind energy credits to offset 100 percent of its electricity use in the U.S.
- 2006 London-based investment firm Lion Capital acquires Kettle Foods, enabling wider global distribution of Kettle Brand® Potato Chips.
- 2006 The second annual People's Choice campaign invites customers to taste the five happy hour menu-inspired flavor finalists in limited-edition Party Packs. Fans cast their votes online and Buffalo Bleu and Tuscan Three Cheese tie to win. Both flavors are introduced in stores in the fall.
- 2005 Kettle Foods debuts Kettle Brand® Bakes baked potato chips in three flavors. The new products are the only baked potato chips to use fresh whole slices from real potatoes.

- 2005 Tim Fallon joins Kettle Foods as president North America to help fuel expansion efforts and deepen distribution of Kettle Brand® Potato Chips.
- 2005 Customers offer more than 16,000 suggestions for the company's next flavor of Kettle Brand® Potato Chips; five finalists are chosen for fans to vote for online to pick the winners. Spicy Thai™ and Cheddar Beer™ are put into production and hit store shelves in fall.
- 2003 Kettle Foods is named the No. 1 salty snack brand in U.S. natural supermarkets according to SPINS.
- 2003 Kettle Foods celebrates its 25th anniversary and introduces the largest commercial solar array in the Pacific Northwest on its roof. This project includes 616 solar panels and produces 120,000 kWh of electricity per year.
- 2003 Kettle Foods begins using biodiesel to power several of the company's vehicles, saving approximately 8 tons in CO₂ emissions in an average year. Its supply often comes from recycling its own cooking oil.
- 2000 After moving into its Salem headquarters, Kettle Foods restores native vegetation and encourages the formation of natural ponds nearby, making it a priority to maintain the stream and wetlands system around its facility.
- 1999 Kettle Brand® Krinkle Cut™ Potato Chips are introduced and are the most immediately successful product in the history of Kettle Foods.
- 1997 Kettle Foods repositions its Kettle Tias® into Kettle Brand® Organic Tortilla Chips and by 2003 is the No. 1 organic tortilla chip brand in natural supermarkets.
- 1992 Kettle Foods launches Kettle Tias®, premium tortilla chips made from scratch using organically grown corn and a patented process of adding sprouted corn to the masa.
- 1989 The United Kingdom begins production of Kettle Brand® Potato Chips, quickly becoming a European favorite where "crisps" are enjoyed most often with wine.
- 1989 The first "Certified Organic" potato chip launches with the new line of Kettle Brand® Organic Potato Chips.
- 1988 Kettle Foods, Ltd. is founded in Norwich, United Kingdom. The new facility is inspired by the founder's six-week motorcycle sabbatical and research of specialty food markets in Europe that revealed a market opportunity for Kettle Foods' hand-cooked chips.
- 1982 The company develops Kettle Brand® Potato Chips to provide consumers a great tasting snack product made with care and all-natural ingredients. At the time, they were the only natural, hand-cooked potato chip in the Western U.S.
- 1980 Kettle Foods begins production of Peanut Butter under the brand name Roaster Fresh®. Eventually the line expands into Kettle Brand® Roaster Fresh®, which includes Cashew, Hazelnut and Almond butters.
- 1978 Cameron Healy starts Kettle Foods in Salem, Ore., to create and market natural brands of his own. He begins with no working capital and a beat-up van selling cheese, roasted

nuts and trail mixes to natural food stores from Seattle, Wash., to Eugene, Ore., along Interstate 5.