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## **KETTLE BRAND® KICKS UP THE CRUNCH WITH NEW KRINKLE CUT™ CHEDDAR & SOUR CREAM POTATO CHIPS** *- Classic Flavor Gets a Natural Crunch Makeover from Kettle Brand® -*

**SALEM, Ore. – March 17, 2010** – Crunchy golden potato meets sharp cheddar and cool sour cream in the new Cheddar & Sour Cream Kettle Brand® Krinkle Cut™ Potato Chips.

Packing a wallop of a crunch, Cheddar & Sour Cream takes a snack aisle classic and kicks it up a notch (or two) with loads of all natural flavor captured in every wrinkle.

“Our Krinkle Cut™ chips are designed for people who aren’t afraid to crunch proud – people who demand the ear popping explosion of crunch as much as they crave the mouthwatering flavor delivered by every bold ridge in our Kettle Brand® Krinkle Cut™ Potato Chips,” said Carolyn Richards, Kettle Foods chief flavor architect.

Cheddar & Sour Cream is the latest Kettle Brand® flavor to hit shelves on a crunchy Krinkle Cut™ potato chip. Other Krinkle Cut™ flavors include the best-selling Salt & Fresh Ground Pepper, zesty Buffalo Bleu™, sweetly smoky Classic Barbeque and perfectly simple Lightly Salted.



As always, all 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® Krinkle Cut™ Cheddar & Sour Cream Potato Chips are arriving on shelves now in supermarkets and natural food stores nationwide. The new flavor is available in 2 oz. (\$1.19), 5 oz. (\$2.89), 9 oz. (\$3.79), and 14 oz (\$4.99) bags and online at [www.buykettlechips.com](http://www.buykettlechips.com) in 5 oz. bags.

### **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](http://www.kettlefoods.com) for more information.

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