



all the flavor. half the fat.

fact sheet

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become a snack fanatic:

tell us your story, spread some snack love. share your favorite flavor. we love to hear from our fellow snackers at snackers@popchips.com.

and to get the latest updates, sign-up for our popped *culture* newsletter at www.popchips.com, like us on facebook or follow us on twitter @popchips

company overview. think popped!

popchips, inc. was formed in 2007 to create a new category of popped snacks with a delicious, guilt-free option to the fried and baked choices lining snack aisles. one of the fastest growing snacks in north america, *popchips*® are a delicious line of popped chips with all the flavor and less than half the fat of fried chips. *popchips* has been winning awards and acclaim since launching in 2007, including "best snack" and "best chip" and named one of "america's hottest brands."

popchips. all the flavor. where's the fat?

popchips are delicious potato, tortilla, corn and veggie chips like you've never tasted before never fried (unhealthy). never baked (undelicious). we start with the finest ingredients, add a little heat and pressure, and pop! it's a chip. the only thing added is a flavorful blend of seasonings for a snack so crispy and delicious, you won't even notice it's (we hesitate to say) better for you. thanks to the magic of popping, *popchips* have all the flavor, and half the fat of fried potato, tortilla, corn or veggie chips. what's left out are a lot of calories and all the trans fat, cholesterol, fake colors and flavors (and greasy fingers) that give snacking a bad name.

all kinds of delicious. all kinds of fun.

potato *popchips* come in 7 taste-bud popping potato flavors, including sea salt, barbeque, sour cream & onion, sea salt & vinegar, cheddar & sour cream, salt & pepper and sweet potato. tortilla *popchips* come in 3 flavors including nacho cheese, ranch and chili limón. the newest addition to the *popchips* family are the new veggie chips which come in 3 delicious flavors, sea salt, hint of olive oil and tuscan herb. *popchips* are sold at leading retailers nationwide - find a store near you in our store locator: <http://www.popchips.com/store-locator>

company leadership

ceo, paul davis. paul davis joined *popchips* as ceo in january of 2014. davis, an avid snacker, has been nurturing and growing companies for nearly twenty years. his strengths lie in his ability to understand all the moving parts of a company and organize them in a way which promotes positive expansion, innovation, and team dynamic. no stranger to snack food companies, paul demonstrated his talents during his time as ceo of kettle. while there, he repositioned the kettle food brand into the fastest growing snack brand in the two most competitive markets, u.s. and u.k.. fast forward to his time as ceo of coinstar where paul quadrupled this multi-billion dollar company. in his new role, davis will focus on taking *popchips* to the next level and capitalize on the fast growing better-for-you snacking segment.

founders, keith belling and patrick turpin. if there's anything keith likes more than snacking, it's the challenge of a new business. as a serial entrepreneur, it's what he's been doing for twenty+ years. prior to creating *popchips*, keith's past ventures include one of the first coffee bar chains in san francisco (oh-la-la!), a successful restaurant group and the leading small business portal (allbusiness.com). belling will continue to serve as chairman and will remain focused on the company's global strategy.

pat's a foodie and will try anything once. that's why he loves everything about the food industry —from eating at great restaurants to snacking. with 20 years of food and retail experience, starting *popchips* was an obvious step on turpin's path. prior to *popchips*, pat managed costco's snack packaging business and launched several other business ventures for popular super store. turpin will remain actively involved as a founder of *popchips*.

one of the fastest growing snacks.

popchips is the top selling line of popped chips and among the hottest snack companies in north america. according to nielsen, *popchips* was the fastest growing potato chip in the u.s. during 2011 (among the top 50 brands) *popchips* has built its brand through innovative 360°