

NEW!



BEST BY
08 APR 2009
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POORE BROTHERS

40% REDUCED FAT

WHEN COMPARED TO REGULAR POTATO CHIPS - SEE BACK PANEL FOR DETAILS
SAME GREAT FLAVOR AND CRUNCH AS OUR REGULAR CHIPS

An Intensely Different Taste!

Original KETTLE CHIPS

NET WT 1.25 OZ (35g)

Nutrition Facts

Serving Size 1 bag (35g)
Servings Per Container 1

Amount Per Serving

Calories 150 Calories from Fat 70

% Daily Value*

Total Fat 7g 12%

Saturated Fat 1g 8%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 220mg 8%

Total Carbohydrate 18g 6%

Dietary Fiber 2g 7%

Sugars 0g

Protein 2g

Vitamin A 0% * Vitamin C 20%

Calcium 0% * Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 85g	80g
Sat. Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: POTATOES, VEGETABLE OIL (MAY CONTAIN ONE OR MORE OF THE FOLLOWING: SUNFLOWER, SAFFLOWER AND/OR COTTONSEED OILS), SALT

*If you have Questions or Comments
Write us at:*

The Inventure Group
3500 S. La Cometa
Goodyear, AZ 85338
Attn: Customer Comments

Or find us on the web at:
www.poorebrothers.com

Publicly traded on
Nasdaq: SNAK



An Intensely Different Taste!

Original KETTLE CHIPS

Poore Brothers® 40% Reduced Fat Original Kettle Chips are traditionally cooked to golden perfection and then through a unique process we extract the oil and bake them to maintain all the crunch and flavor of our original kettle chips while offering you a smarter, healthier, reduced fat alternative.

What gives Poore Brothers® Kettle Chips "An Intensely Different Taste!®"

Our hand-crafted kettle chips are sliced a little thicker and slow cooked at a lower temperature, one batch at a time. This process gives them a more potato taste and a serious crunch. Additionally, we use only the best oils. These oils are 100% pure with no additives or preservatives. Finally, we use a unique blend of spices to create wonderfully rich and surprisingly bold flavors.

Thank you for buying our product.

Don AND Jay

The Poore Brothers

Poore Brothers® has a variety of bold flavors to satisfy every taste.

Try all of our delicious flavors:

- Original • Jalapeno
- Salt & Vinegar
- Three Cheese Jalapeno
- Sweet Maui Onion • BBQ
- Parmesan & Garlic
- Habanero • Salt & Pepper