

# popchips' product advantage is clear

chip for chip, popchips has less fat & calories than the deep-fried competition...



simply  
lays

simply  
doritos

popchips

fat	10g	8g	3g
calories	160	150	100
chips/serving	17	11	19
single serve size	1oz	1oz	.8oz

... and great nutritional attributes



- ✓ no added preservatives
- ✓ no artificial flavors
- ✓ no synthetic colors
- ✓ no cholesterol
- ✓ 0 grams trans fat

**did you know?**

1/3 of a fried chip's weight is oil!



fat

cal



7



13



16

**did you know?** popchips have a 1 year shelf life!