

# Food Facts Fancies

## Caffeine-Infused Chips: Energize With Every Crunch



**People seeking an energy fix can now find all that, and a bag of chips.**

(NAPSA)—For people who live high-intensity lives—college students, hard-core gamers, computer programmers, etc.—energy is what it's all about. And for that, they need high-test, long-lasting fuel to get them through the many hours of extreme concentration needed to succeed.

For many years, this sort of boost could only be found in liquid form, be it coffee, caffeinated soft drinks or, more recently, energy beverages. But now there's an added ingredient in America's quest for that instant jolt: crunch.

Instead of slurping down their fix, people with a jones for the juice can now dig in to a sweet snack, getting the triple play of great taste, big crunch and a super energy blast. Couch potatoes may soon be a thing of the past when they get a taste of the latest

chips—loaded with caffeine to help crunchers get their swerve on.

Engobi—code for Energy Go Bites—is taking stores by storm. A 1.5-ounce, single-serving bag of these chips contains approximately 140 milligrams of caffeine. That's roughly the same as a cup of brewed coffee and about 70 percent more than the market's leading energy drinks.

“Engobi rockets the act of snacking to an exciting new level,” said Mark Singleton, vice president of sales at Rudolph Foods. “Every sweet, delicious chip is infused with not just energy, but with fantastic flavor.”

Engobi is currently available in two deliciously perky flavors, Cinnamon Surge and Lemon Lift, with additional flavors in development. To learn more, visit [www.engobi.com](http://www.engobi.com).