

Fabulous Food

There's A New Chip In Town

(NAPSA)—When it comes to snack foods, some tastes just go together. The latest pairing may be the most crunch-worthy, combining the rich, buttery flavor of America's top cracker with the baked, crispy satisfaction and snack-ability of a chip.

Quite literally a chip off the old block, new Ritz® Chips give consumers the famous taste of Ritz Crackers—the nation's #1 selling cracker for nearly 70 years—in a thin, crispy chip, providing a whole new snacking experience.

“What could be better?” said Adam Coacher, brand director, Ritz Chips. “We’ve oven-toasted the flavor of Ritz Crackers to create a unique new chip that people will want to try and make a part of their snacking routine.”

Debuting in three tasty varieties, the familiar buttery taste of Ritz has been combined with the flavor of real Kraft cheese for Ritz Chips Cheddar, and with sour cream and onion seasonings to create Ritz Chips Sour Cream & Onion. Meanwhile, Ritz Chips Original contain 50 percent less



A new chip captures the beloved buttery flavor of America's top cracker.

fat than regular fried potato chips while Cheddar and Sour Cream & Onion contain 40 percent less fat. All the fun, irregularly shaped chips sport the signature rippled edge of Ritz Crackers, making them a terrific choice for dipping.

To learn more, visit the Web site at www.nabiscoworld.com.