



great taste...naturally™

## Kettle Brand® Fact Sheet

- Overview:** Kettle Brand® is passionate about making the best tasting all natural potato chips in the world. Kettle Brand® Potato Chips are made in small batches with absolutely nothing artificial, and are backed by a commitment to sustainable business practices – that’s why they’re so good. Founded in 1978, Kettle Brand® pioneered the kettle-cooked style with its delicious, all natural hand-cooked potato chips and has been setting the standard ever since. In March of 2010, Kettle Brand® joined the Diamond Foods family of snack brands.
- Key Ingredients:** Real, all natural ingredients create the delicious, innovative flavors of Kettle Brand® Potato Chips. Beautiful potatoes are sliced thick and hand cooked by the batch, delivering the most satisfying crunch in the chip aisle. Real potatoes, real cheddar cheese, real chilies and peppers, real limes and other all natural ingredients season Kettle Brand® Potato Chips.
- Location:** Kettle Brand® has called Salem, Ore., home since the beginning. In 1989 Kettle Brand® began operation of a sister factory in Norwich, United Kingdom, selling Kettle Brand® products throughout Western Europe and Asia. In 2007, it opened its second U.S. production facility in Beloit, Wis. Kettle Brand® employs more than 700 people.
- Community Involvement:** Hundreds of thousands of pounds of potatoes and thousands of cases of Kettle Brand® product are donated to local hunger relief agencies and nonprofit organizations each year.
- Environmental Initiatives:** Kettle Brand® backs its natural brand promise with a commitment to sustainable business practices. They operate on the principle of coexisting in harmony with the environment. The company offsets 100% of its electricity use through the purchase of wind power energy. Additionally, its cooking oil is recycled into biodiesel that fuels a fleet of company cars. The original facility in Salem, Ore. is located adjacent to a restored wetland and the factory in Beloit is surrounded by five acres of prairie now returned to its native state.
- Distribution:** Kettle Brand® products can be found in all 50 states, as well as Canada, Japan, Korea, Singapore, Hong Kong, Philippines, Indonesia, India, Mexico, Belize and Western Europe.
- Website:** [www.kettlebrand.com](http://www.kettlebrand.com)