



great taste...naturally™

Kettle Brand® Milestones

- 2011 Kettle Brand® launches its Reduced Fat line, offering classic flavors with 40% less fat and 130 calories per serving. Flavors include Sea Salt, Salt & Fresh Ground Pepper and Sea Salt & Vinegar Krinkle Cut.
- 2011 The popular Kettle Brand® Baked Potato Chips expands line with 100-calorie packs in Aged White Cheddar, Sea Salt & Vinegar and Sea Salt.
- 2010 Kettle Brand® introduces its new line of TIAS! Tortilla chips in Nacho Cheddar, Zesty Ranch, Salsa Picante, Toasted Corn, Sweet Baja Barbeque and Chili con Queso flavors.
- 2010 Kettle Foods joins the Diamond Foods family, which includes Emerald Nuts, Diamond Nuts and Pop Secret Popcorn.
- 2009 Fully Loaded Baked Potato becomes the latest People's Choice flavor selected through the popular campaign that ran for five years.
- 2009 Kettle Foods introduces a revamped line of Kettle Brand® Baked Potato Chips, backing its promise of 100 percent Kettle Brand® flavor with 65 percent less fat than regular potato chips with a Snackback Guarantee.
- 2008 Taking its commitment to habitat restoration straight to the bag, Kettle Foods partners with National Wildlife Federation to launch its newest flavor – Backyard Barbeque®. For every backyard certified as a healthy wildlife habitat during the promotion, Kettle Foods makes a \$1 donation to National Wildlife Federation.
- 2007 Kettle Foods opens its second U.S. production facility in Beloit, Wis., receiving LEED® Gold certification for green building practices.
- 2006 Blowing off conventional energy, the company announces that it is purchasing wind energy credits to offset 100 percent of its electricity use in the U.S.
- 2006 London-based investment firm Lion Capital acquires Kettle Foods, enabling wider global distribution of Kettle Brand® Potato Chips.
- 2005 Kettle Foods debuts Kettle Brand® Bakes baked potato chips in three flavors. The new products are the only baked potato chips to use fresh whole slices from real potatoes.
- 2005 Tim Fallon joins Kettle Foods as president in North America to help fuel expansion efforts and deepen distribution of Kettle Brand® Potato Chips.
- 2005 Kettle Foods launches the first annual People's Choice campaign. Customers offer more than 16,000 suggestions for the company's next flavor of Kettle Brand® Potato Chips; five finalists are chosen for fans to vote for online to pick the winners. Spicy Thai™ and Cheddar Beer™ are put into production and hit store shelves in the fall.
- 2003 Kettle Foods is named the No. 1 salty snack brand in U.S. natural supermarkets, according to SPINS.



great taste...naturally™

- 2003 Kettle Foods celebrates its 25th anniversary and introduces the largest commercial solar array in the Pacific Northwest on its roof. This project includes 616 solar panels and produces 120,000 kWh of electricity per year.
- 2003 Kettle Foods begins using biodiesel to power several of the company's vehicles, saving approximately 8 tons in CO₂ emissions in an average year. Its supply often comes from recycling its own cooking oil.
- 2000 After moving into its Salem headquarters, Kettle Foods restores native vegetation and encourages the formation of natural ponds nearby, making it a priority to maintain the stream and wetlands system around the facility.
- 1999 Kettle Brand[®] Krinkle Cut[™] Potato Chips are introduced and are the most immediately successful product in the history of Kettle Foods.
- 1997 Kettle Foods repositions its Kettle Tias[®] into Kettle Brand[®] Organic Tortilla Chips and by 2003 is the No. 1 organic tortilla chip brand in natural supermarkets.
- 1992 Kettle Foods launches Kettle Tias[®], premium tortilla chips made from scratch using organically grown corn and a patented process of adding sprouted corn to the masa.
- 1989 The United Kingdom begins production of Kettle Brand[®] Potato Chips, quickly becoming a European favorite where "crisps" are enjoyed most often with wine.
- 1989 The first "Certified Organic" potato chip launches with the new line of Kettle Brand[®] Organic Potato Chips.
- 1988 Kettle Foods, Ltd. is founded in Norwich, United Kingdom. The new facility is inspired by the founder's six-week motorcycle sabbatical and research of specialty food markets in Europe that revealed a market opportunity for Kettle Food's hand-cooked chips.
- 1982 The company develops Kettle Brand[®] Potato Chips to provide consumers a great tasting snack made with care and all-natural ingredients. At the time, they were the only all natural, hand-cooked potato chip in the Western U.S.
- 1980 Kettle Foods begins production of peanut butter under the brand name Roaster Fresh[®]. Eventually, the line expands into Kettle Brand[®] Roaster Fresh[®], which includes Cashew, Hazelnut and Almond butters.
- 1978 Cameron Healy starts Kettle Foods in Salem, Ore., to create and market natural brands of his own. He begins with no working capital and a beat-up van selling cheese, roasted nuts and trail mixes to natural food stores from Seattle, Wash., to Eugene, Ore., along Interstate 5.