popchips Unveils Its Latest Range Of Popped Tortilla Chips

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snackers say hola to four new flavours of tortilla popchips and adios to guilt!

Delicious snack brand *popchips* is excited to announce the launch of a new range of popped tortilla chips! designed to satisfy snack cravings across the uk, the range comes in four tasty flavours: nacho cheese, cool ranch, crazy hot and sea salted and will be available exclusively in waitrose from november!

Made with stoneground masa, the same whole grain corn which makes traditional tortillas, each chip is popped using a little heat and pressure and then topped with naturally delicious seasonings. the result is a better for you snack so tasty and crispy, snackers won't able to resist this delicious love triangle!

Just like the original line of moreish *popchips*, tortilla *popchips* have no artificial colours, flavours or preservatives. there is nothing fake or phony about these chips. never fried. never baked. tortilla *popchips* contain less fat than flavoured fried tortilla chips and have fewer calories too!

"Product innovation is at the heart of popchips and we're thrilled to bring the new tortilla range across the pond for our uk fans." said ceo paul davis. "for the past two and a half years, popchips has been satisfying snack cravings across the uk and we're excited to add the tortilla range to our innovative line of popped chips. delivering both a great tasting and better for you snack option – with tortilla popchips, snackers can get caught in a love triangle they won't regret!"

notes to editors:

about the tortilla range

- all for flavours are available exclusively as share bags in waitrose stores nationwide from mid-november: **rrp £1.99**

- crazy hot single bag serve available exclusively at starbucks: **rrp 90p**

- nutritionals per 28g serving:

never fried. never baked. popchips are popped with heat and pressure to make a naturally delicious crisp. available in single serve bags, or share bags for the whole family, popchips come in six taste-bud popping flavours, original, barbeque, sea salt & vinegar, sour cream & onion, salt & pepper and thai sweet chilli. because each single serve-bag contains less than 100 calories and contain less than half the fat of fried crisps, popchips are a delicious better-for-you snack option! taste for yourself at stores including tesco, waitrose, sainsburys, boots, starbucks and whsmith (stations and airports)**about popchips and its original range of great popped snacks**

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