

Spice Up Your Fall

Fall is upon us - spice it up with three great new snacks made with all natural ingredients from Frito-Lay: Tostitos® Hint of Pepper Jack tortilla chips, Lay's® Kettle Cooked Spicy Cayenne & Cheese potato chips, and SunChips® Jalapeño Jack multigrain snacks! We added flavor through seasonings and spices, and each of these snacks contains about the same amount of sodium as in a slice of white bread* - 140 mg per one-ounce serving!

Tostitos® Hint of Pepper Jack Tortilla Chips

Cool fall days come with abundant opportunities to celebrate. Turn every day into a celebration with Tostitos® Hint of Pepper Jack tortilla chips. The Monterey Jack cheese and jalapeño pepper create a smooth and spicy taste perfect for pairing with your favorite dip. And as a bonus, they are made with 8 grams of whole grains per serving.

Lay's® Kettle Cooked Spicy Cayenne & Cheese Potato Chips

Lay's® Kettle Cooked Spicy Cayenne & Cheese potato chips are sure to become a party staple with their perfect balance of white cheddar cheese and spicy cayenne pepper. In addition to the crispy crunch, these chips also pack 10% of the daily value of potassium and vitamin C- nutrients which are naturally present in the potatoes!

SunChips® Jalapeño Jack Multigrain Snacks

Get ready for a flavor fiesta with SunChips® Jalapeño Jack multigrain snacks. These great snacks combine just the right amount of jalapeño pepper and creamy Monterey Jack cheese flavor? to make your taste buds tingle! Even more, this newest addition to the SunChips® line up still boasts the 18g of whole grains per one-ounce serving you expect from SunChips® snacks.

*According to the USDA Nutrient Database, a slice of white bread provides 170 mg of sodium per serving.



R&D spotlight

Meet Frito-Lay's registered dietitians at FNCE!

Kari Hecker Ryan, PhD, RD, Danielle Dalheim, RD, and Katherine Francis, RD, will attend the American Dietetic Association's Food and Nutrition Conference & Expo (FNCE) September 25-27. Stop by booth #1635 to meet them and:

- Sample Frito-Lay chips, including Lay's® potato chips, SunChips® multigrain snacks and Tostitos® tortilla chips -- made with all natural ingredients
- Learn about Frito-Lay's initiative to qualify products as Gluten Free
- See a demo of the simple ingredients and simple processes used to make many of America's favorite snack chips
- Learn about Frito-Lay's Flavor Kitchen, where chefs collaborate with food scientists to develop new chip flavors. *For a sneak peek, scan the codes below.*
- Find out how you can earn FREE CPEU credits through Frito-Lay's continuing education courses
- Check out the new resources available for download on www.snacksense.com and www.licensesnack.com
- Take the Chip Challenge at the booth for a chance to win great prizes! Follow @Fritolay and play along with the #chipchallenge on Twitter too using #FNCE

Chips aren't as salty as you think... save your salt for a salt water spa day. Win one at FNCE compliments of Frito-Lay!

Please join us for these information-packed sessions:

Snacking and the Dietary Guidelines
Monday, September 26, 2011
12:00 p.m. - 12:30 p.m.

Speaker: Kari Ryan, PhD, RD, Frito-Lay
Behind Booth 1943 on the Expo floor

Putting Flavor on the Menu in a Low Sodium World
Tuesday, September 27, 2011
9:45 a.m. - 11:15 a.m.

SDCC / Room: Ballroom 6B

Speakers:

Sarah Levy, MPH, RD, Grocery Manufacturers Association

Kris Sollid, RD, International Food Information Council

Moderated by: Danielle Dalheim, RD, Frito-Lay

New stats never before presented will be shared!



We hope to see you there!

WEBSITE UPDATES

Announcing NEW updates to two online resources from Frito-Lay designed to help your patients and clients understand the role of snacking in the diet and how snacks can fit into a healthier lifestyle.

www.SnackSense.com

Frito-Lay has created a virtual home for resources and tools health professionals can use when discussing snacking with patients and clients. All of the materials are free for your use and distribution.

NEW materials include information on:

- Gluten Free
- Whole Grains and Fiber
- Sensational Snack Pairings
- Portion Control and Mindful Eating

FREE CPE Courses:

- Alpha to Omega: n-6 and n-3 Fatty Acids and the Ratio Debate
- Nuts: Nutrition and Health Benefits

www.LicenseToSnack.com

License to Snack is a non-branded site for health professionals and consumers where resources are presented with a driving theme. Health professionals are featured as the key "drivers" in nutrition education, who help consumers navigate the "roadways" to make healthier snack choices.

Examples of NEW downloadable resources include:

- Guidance on how to Snack MyPlate
- Non-branded Supermarket Tour



SNE CONFERENCE HIGHLIGHTS

The Frito-Lay Healthy Snacking Research Center participated in the Society for Nutrition Education's (SNE) annual conference in Kansas City, MO, July 23 - 26. The team hosted a booth in the exhibit hall where SNE members sampled Lay's® Sour Cream and Onion potato chips, which are now made with all natural ingredients, Tostitos® Artisan Recipe Roasted Black Bean and Garlic tortilla chips, and Fritos® Lightly Salted corn chips -- two additional snacks made with all natural ingredients. Frito-Lay also hosted a dialogue session with SNE leaders to discuss new ways to educate health professionals and consumers about how snacks fit into the 2010 Dietary Guidelines.

After the conference, the HSRC took SNE leaders on a tour of our plant in Topeka, KS, about an hour drive from conference headquarters, to give them a behind-the-scenes look at how chips are made from simple ingredients: potatoes or corn, oil, and salt/seasonings. It was a great opportunity to discuss in depth the nutrition of Frito-Lay snacks, and to highlight the environmental sustainability initiatives underway at the Topeka plant, such as a biomass boiler, which uses waste wood from the community to generate steam used in the production of our products.

Thank you to SNE and all of its members for welcoming Frito-Lay at your 2011 conference!



Learn more about Frito-Lay at the corporate Web site, <http://www.fritolay.com/>, the Snack Chat blog, <http://www.snacks.com/> and on Twitter at www.twitter.com/fritolay.

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