

New Products and Packaging

Frito-Lay is continuously working to add more positive nutrition to our product portfolio. Here is a look at some exciting new innovations that are hitting store shelves now:

Tostitos with 8 grams of Whole Grains

Many favorite Tostitos tortilla chips now contain 8 grams of whole grains per serving. We have made modifications to our manufacturing process so that we can retain more of the whole grain. This change will add about 20 million pounds of whole grains to the American diet every year! Look for the Whole Grains Council stamp on the back of Tostitos varieties including 100% White Corn Restaurant Style, Bite Size Rounds, Crispy Rounds, Scoops!, Hint of Lime, 100% White Corn Restaurant Style and Scoops! Hint of Jalapeno.

SunChips with a Good Source of Fiber

In addition to the 18 grams of heart healthy whole grains used to make SunChips multigrain snacks since 1991, SunChips are now also a good source of fiber! SunChips is also an environmentally conscious brand. As of April 22, 2010 - Earth Day - all 10.5 oz bags of SunChips are made with 100% compostable packaging. This is the world's first 100% compostable chip bag.

Lightly Salted

Most Frito-Lay products have moderate sodium content - for example, a 1oz serving of Lay's potato chips has about the same amount of sodium as a slice of bread. To provide a variety of options for consumers, we have recently launched three Lightly Salted offerings. Lay's Lightly Salted and Ruffles Lightly Salted potato chips and Fritos Lightly Salted corn chips are available nationally, with 50% less sodium than their traditional counterparts.

R&D spotlight



Spotlight on Danielle Dalheim, RD

Danielle Dalheim, RD, is a member of the Healthy Snacking Research Center (HSRC) in Frito-Lay North America's Research & Development. Danielle graduated from the University of Oklahoma with her bachelor's degree in Nutrition Science and she completed her dietetic internship at the Veteran's Affairs Hospital in Oklahoma City. She joined Frito-Lay in 2007.

Danielle's Impact

Danielle provides nutrition and regulatory guidance to several brands at Frito-Lay, including Tostitos tortilla chips, SunChips multigrain snacks, Stacy's pita chips, Rold Gold pretzels and all of Frito-Lay's dips. As part of the HSRC, Danielle develops nutrition guardrails to guide product development. She also leads efforts to communicate Frito-Lay's healthier snacking story to health professionals, and manages updates to www.snacksense.com, a website dedicated to health professionals. Danielle's product development focus includes healthier oils, protein, women's wellness, nuts, and whole grains. For example, Danielle was involved in the development of Tostitos tortilla chips with 8 grams of whole grains per serving (see story on the left). Danielle is also responsible for keeping Frito-Lay up to speed on pending regulatory and government issues such as the First Lady Michelle Obama's Let's Move campaign to reduce childhood obesity.

Snack Chat

Danielle has also recently been a guest blogger on Frito-Lay's blog www.snacks.com. In February, she provided tips for heart health month and in March she blogged about Frito-Lay's commitment to health and wellness as it relates to the American Dietetic Association's National Nutrition Month. Visit www.snacks.com to check out her latest post!

PLANT TOURS

Frito-Lay has been providing a select group of health professionals with the unique opportunity to see the chip-making process up close. We have opened the doors to our plants to show first-hand how Frito-Lay products are minimally processed starting with farm grown ingredients and healthier oils.

We start the tour by showing where whole potatoes are delivered to the plant every day, and then participants watch as the skin is removed and the potatoes are cut, cooked, salted/seasoned and bagged. It takes about 15 minutes for the potatoes to go through the production and packaging process.

At the corn chip production line, participants watch as whole corn is mixed with lime and water to soften the kernels. Once the kernels have the right moisture content, they are ground and then made into masa. The masa is then made into a sheet of dough. We then cut the dough into the signature shape and the chips are toasted and fried in sunflower, soybean and/or corn oil. The cooked chips are then seasoned in a tumbler and packaged.

The plant tour also focuses on the quality controls that ensure the highest standards and eco-friendly technologies have been implemented throughout manufacturing facilities. Frito-Lay has 32 facilities, meaning most of the snacks you see in stores may not have traveled far from where they were produced.



We have recently hosted the Executive Committee of the Society for Nutrition Education (SNE) at our Perry, Georgia plant, members of the Food and Culinary Professionals (FCP) at our Denver plant and local health professionals at our Killingly, Connecticut plant. We look forward to offering this experience to more health professionals sometime in the near future!

Registered dietitians, Liz Weiss and Janice Newell Bissex, from MealMakeoverMoms.com, visited Frito-Lay's plant in Killingly, CT.

Culinary Innovation Center

Do you ever wonder what will be the next big food trend? Frito-Lay's Culinary Innovation Center translates hot trends in food into snack and approaches them as a culinary experience. Led by Steven Kalil, who has 20 years of leadership in the food development industry and is former president of the Research Chefs Association, the Culinary Innovation Center represents a collaborative approach involving a team of chefs and food scientists who apply culinary arts, science and technology together in a discipline known as "culinology."

Frito-Lay's culinologists use sophisticated food concepts, such as those applied in fine dining or in a traditional ethnic cuisine, and try to re-create the experience through our snack chips. From brainstorming the next trend to researching and testing ingredient options, the culinologists seek to create new taste and flavor experiences for snack foods while working very closely with the HSRC dietitians to ensure products meet nutrition guardrails.

Regional Lay's potato chips are a recent example of a product launched as a result of the collaborative effort of the Culinary Innovation Center. Frito-Lay identified 57 regional flavor preferences and the Culinary Innovation Center translated these preferences into 6 new flavors: Tangy Carolina BBQ, Balsamic Sweet Onion, Garden Tomato & Basil, Southwest Cheese and Chiles, Pepper Relish and Cajun Herb & Spice. Launched this spring, not only do these new flavors represent the best in regional cuisine, but they are made with all natural ingredients and are lower in sodium than our existing seasoned potato chips.

While "Culinology" is a new concept to most people, Frito-Lay recognized this was a leadership opportunity and believes culinologists will help shape the future of our offerings.

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.