

# **CHIP** **ESSENTIALS**

OUR FAMILY OF TORTILLA PRODUCTS



PREMIUM

ORIGINAL

TOPPINGS

ON THE GO



FLAVOR, TEXTURE AND CRUNCH. MADE EASY.



**SUGAR FOODS**  
CORPORATION

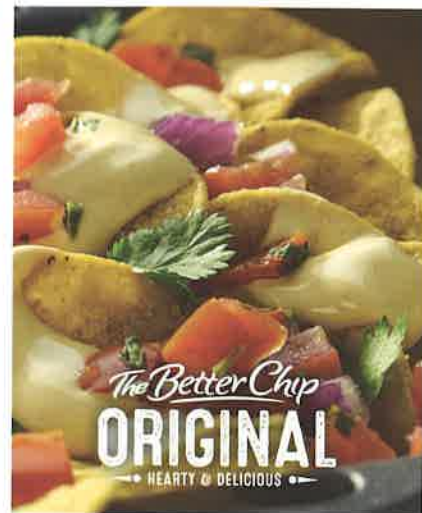
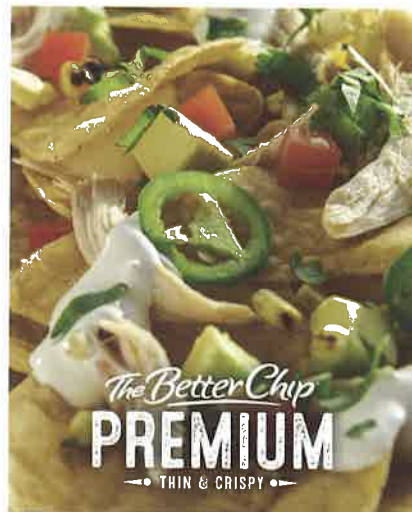
WELCOME TO

# CHIP ESSENTIALS

**SIMPLY A BETTER CHIP.** Our premium chips taste as good as the chips you've been frying up in-house. Never burnt or over-salted, these ready-to-use dippers and toppers feature a just-out-of-the-fryer look and hold their crunch.



**NO  
FRYER  
NEEDED**



## ANSWER EVERY OPERATIONAL NEED:

- **Save Space:** No need to refrigerate
- **Reduce Labor:** No need to de-clump and sort
- **Operational Ease:** Eliminates risks associated with in-house frying
- **Versatility:** Easy to incorporate into a wide variety of dishes

**READY  
TO EAT**



## FRONT OF HOUSE

Popular brands for grab-and-go options, ideal for colleges and universities, convenience stores, vending machines and hotel pantry stores.



Let the strong brand recognition of Taco Bell drive sales with your customers. Branded grab-and-go bags of Classic, Mild and Fire flavors, plus Taco Bell's signature sauce flavors.

*The Better Chip*

Front-of-house chips with bold flavors like jalapeño, chipotle, spinach and kale, appealing to millennial tastes and lifestyles.

## BACK OF HOUSE

From our thin and crispy Premium chips to our thicker, more robust Original chips, your patrons will be delighted with the flavor, and you'll be impressed by the quality.

*The Better Chip*  
**PREMIUM**  
THIN & CRISPY

- Thinner, crispier chip
- Lighter in color
- Slightly curved for a "just-out-of-the-fryer" look
- Perfect for topping with premium ingredients



### WHITE TRIANGLE

Thin and crisp, perfect to enjoy with salsa



### TRI-COLOR TRIANGLE

Use as a premium nacho base

*The Better Chip*  
**ORIGINAL**  
HEARTY & DELICIOUS

- Thicker, heartier chip
- Holds up to nachos built with heavier ingredients



### YELLOW ROUNDS

Thicker, holds heavier ingredients like meat and refried beans

Also available in white corn



### YELLOW TRIANGLE

Sturdy, traditionally shaped chips, great for dipping

Also available in white corn



### TRI-COLOR TRIANGLE

A more colorful version of our traditional triangle chip



### TRI-COLOR TORTILLA STRIPS

Add a little crunch with these delicious, colorful toppers

Also available in Santa Fe Style

### LIGHTLY SALTED TORTILLA STRIPS

With a light seasoning and the perfect texture for an unexpected crunch



The Better Chip  
**PREMIUM**  
THIN & CRISPY

The Better Chip  
**ORIGINAL**  
HEARTY & DELICIOUS

**Fresh  
Gourmet**  
**TORTILLA STRIPS**

**GRAB  
AND GO**



PRODUCT	SFC CODE	PACK SIZE
<b>THE BETTER CHIP PREMIUM TORTILLA CHIPS</b>		
White Triangle Tortilla Chips	43719	10/1 lb
Tri-Color Triangle Tortilla Chips	43720	10/1 lb
Nachos Prep Pack Triangle	43721	20/6 oz
<b>THE BETTER CHIP ORIGINAL TORTILLA CHIPS</b>		
White Round Tortilla Chips	43722	6/2 lb
White Triangle Tortilla Chips	43723	6/2 lb
Yellow Round Tortilla Chips	43724	6/2 lb
Yellow Triangle Tortilla Chips	43725	6/2 lb
Tri-Color Triangle Tortilla Chips	43726	6/2 lb
<b>THE BETTER CHIP TORTILLA CHIPS WITH INCLUSIONS</b>		
Jalapeño with Sea Salt Rounds	55917	6/24 oz
Spinach & Kale with Sea Salt Rounds	55974	6/24 oz
<b>FRESH GOURMET TOPPERS: TORTILLA STRIPS</b>		
Tortilla Strips - Lightly Salted	43135	250/0.75 oz
Tortilla Strips - Lightly Salted	43168	100/0.5 oz
Tortilla Strips - Tri-color	43169	100/0.5 oz
Tortilla Strips - Santa Fe Style	43732	200/0.5 oz
Tortilla Strips - Tri-color	55649	10/1 lb
Tortilla Strips - Lightly Salted	55651	10/1 lb
Tortilla Strips - Santa Fe Style	43733	10/1 lb
<b>TACO BELL SNACKS</b>		
Classic Tortilla Chips	43710	12/13 oz
Mild Tortilla Chips	43704	50/1 oz
Mild Tortilla Chips	43707	14/3.5 oz
Mild Tortilla Chips	43711	12/11 oz
Fire Tortilla Chips	43705	50/1 oz
Fire Tortilla Chips	43708	14/3.5 oz
Fire Tortilla Chips	43712	12/11 oz
<b>THE BETTER CHIP SNACKS</b>		
Jalapeño with Sea Salt	56097	27/1.5 oz
Chipotle with Sea Salt	56099	27/1.5 oz
Spinach & Kale with Sea Salt	56095	27/1.5 oz
Jalapeño with Sea Salt	56044	12/6.4 oz
Chipotle with Sea Salt	56047	12/6.4 oz
Spinach & Kale with Sea Salt	56045	12/6.4 oz



For more information, please call us at **888.708.2222** or email us at [info@sugarfoods.com](mailto:info@sugarfoods.com)  
[www.sugarfoods.com](http://www.sugarfoods.com)

FSI-0760/72218

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