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Beanitos® Continues to Lead Bean Chip Category with Launch of New Innovations
Better for You Chip Innovator Unveils New Offerings at Natural Products Expo West, March 11-13

ANAHEIM, Calif. (March 2, 2016)—[Beanitos®](#), the brand who turned our favorite superfood, beans, into a delicious better-for you chip packed with fiber and protein, today announced the addition of four new offerings to its product line up. The brand introduces its newest 100% baked products with Skinny Dippers™ and Crunch Mac n' Cheese. Skinny Dippers™ contains only 90 calories and 2 grams of fat per serving, plus each serving is equivalent to eating a quarter cup of beans. In addition, Beanitos is also introducing two new tasty flavors to its signature chip line—Garden Fresh Salsa and Sweet Chili & Sour Cream. The company will showcase these new offerings at the Natural Products Expo West (booth # 4490, Hall D), in Anaheim, March 11-13.

“Consumers are snacking more than ever, and we’re answering a growing demand for healthy snacks with new products that taste great and are also good for you,” said Alicia Ward, Beanitos director of brand marketing. “Beanitos is passionate about creating real foods that fuel your day, and our latest innovations bring a whole new dimension to what can be done with nutritious beans. Among our latest innovations, we’re launching Skinny Dippers™, a 100 percent baked superfood chip, the first snack that is truly skinny!”

The company’s new offerings include:

- **Black & White Bean Skinny Dippers™ (SRP: \$5.49/10oz.)**—As Beanitos’ skinniest offering yet, these 100 percent baked chips have only 90 calories and 2 grams of fat per serving. Each bag contains a mix of black and white bean chips, delivering ¼ cup of beans in every serving.
- **White Bean Crunch Mac n’ Cheese (SRP: \$3.49/7oz. \$5.99/6CT 1oz. bags)**—Baked to crispy perfection while delivering a flavorful explosion of melted mac n’ cheese without compromising any of its nutritional value, made only with real cheese and even boast 4 grams of protein per serving!
- **White Bean Garden Fresh Salsa (SRP: \$3.49/5.5oz.)**—This new chip flavor contains 5 grams of protein and fiber per serving and is packed with flavor. White beans meet fresh garden herbs and spices paired with ripe tomatoes for a zesty and savory finish. After one bite you won’t be able to put them down!
- **White Bean Sweet Chili & Sour Cream (SRP: \$3.49/5.5oz.)**—Inspired by global flavor, this new chip brings together the sweet and spice from chili peppers paired with sour cream

for a smooth rich finish. With 5 grams of protein and fiber in every serving, this is one bold chip you must try!

These new innovations join the company's full line of bean chips packed with amazing wholesome nutrients like protein, fiber, and antioxidants, including flavors such as Original Black Bean, Nacho Cheese White Bean, and Hint of Lime White Bean.

For more information on all of Beanitos products, visit the Beanitos booth #4490 (Hall D) at Expo West and www.Beanitos.com.

About Beanitos®

Founded in 2010, Beanitos is the biggest breakthrough in beans since...EVER! In a world of unhealthy snacks, there are chips made of corn, potato and other stuff...then there are Beanitos. The Austin, Texas-based food-forward company has turned their favorite superfood, BEANS, into a delicious finger food with infinite snacking possibilities. Every Beanitos snack is a lean bean PROTEIN machine, packed with rich, delicious flavor and amazing wholesome goodies like FIBER and antioxidants. From its Restaurant Style White Bean Chips and Honey Chipotle BBQ Black Bean Chips to Hint of Lime White Bean Chips and the new Skinny Dippers™, these crunchy finger foods unlock the natural goodness found in beans. Beanitos are available nationwide in the natural food, gluten free, or chip aisles in natural and mass-market grocers such as, Kroger, HEB, Whole Foods, Publix, Safeway and Sprouts. For more information visit www.Beanitos.com, follow us on [Twitter](#), or 'Like' us on [Facebook](#). Beans are Better™.

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