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Beanitos® Announces “What’s Your Play” Game Day Sweepstakes
Hundreds of Game Day Prize Packs to Be Awarded, Including the Ultimate Draft Day Experience



AUSTIN, Texas (January 26, 2016)—Hut, hut, hike! The big game is quickly approaching, so to get you off the bench and in on the action, [Beanitos®](#) is hosting the “What’s Your Play” sweepstakes. Every 20 minutes on football game days, food and football fans 21 and older will be asked to share their best plays to tackle life’s daily challenges for the chance to win hundreds of prizes, including Heineken®, Dos Equis, Tecate, Strongbow and Newcastle Brown Ale and a grand-prize VIP trip to enjoy the ultimate Draft Day experience.

Fans may enter the sweepstakes now through February 7, 2016, by simply answering a playful trivia question through @WhatsYourPlay Twitter. Over the course of playoffs, fans will have 12 separate entry periods to participate for the chance to win hundreds of prizes, ranging from grills and a year supply of Beanitos chips to gift cards and a trip to experience the football pre-season draft. Questions will be shared every 20 minutes during each entry period. By following @WhatsYourPlay, participants will be able track the remaining entry times. Participation is easy, and just requires three simple steps:

1. Create or use your own non-private Twitter account
2. Tweet your answer to [@WhatsYourPlay](#)’s question during the designated entry periods
3. Look out for a private message from @WhatsYourPlay if you’re selected as a winner!

“Whether you’re a foodie or a sports fan, we’re looking to give everyone the opportunity to enjoy a game day experience they’ll never forget, and we couldn’t be more excited to work with HEINEKEN USA for this sweepstakes,” said Alicia Ward, Beanitos director of brand marketing. “We all know that no game day is complete until you have delicious snacks and ice cold beverages by your side. With Beanitos’ flavorful superfood snacks, you’ll never worry about running out of steam before halftime!”

Beanitos delicious and flavorful bean chips are packed with amazing wholesome nutrients like 5g of protein, fiber, and antioxidants, and are available in several varieties, from Restaurant Style White Bean to Honey Chipotle BBQ Black Bean, Hint of Lime White Bean and Beanitos Skinny Dippers™, a 100 percent baked superfood chip with only 90 calories and 2 grams of fat per serving, which will be hitting shelves soon.

To view the official rules, visit <http://whatsyourplayrules.com/>. For more information about Beanitos, log onto 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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