



FOR IMMEDIATE RELEASE

Contact: Stephanie Proos
Havas Formula
(619) 234-0345
proos@havasformula.com

Beanitos® Expands Snack Offering with New ‘Hint of Lime’ Chips

Creator of the Original Bean Snacks® to Unveil Latest Innovation at Fancy Food Show, Booth #4504

AUSTIN, Texas (June 25, 2015)—Just in time for backyard barbecues and summertime fun, Beanitos®, creator of the Original Bean Snacks®, today announced the expansion of its signature line of bean chips to include a new ‘Hint of Lime’ offering. Crafted from a proprietary blend of navy beans, sea salt and natural seasoning, the tasty, better-for-you chips pack a delightful and nutritious crunch, along with a crisp splash of citrus that is decidedly summer. The company will unveil its latest offering at the 2015 Summer Fancy Food Show (Beanitos Booth #4504), held in New York, June 28-30.

“We took an often overlooked but incredibly nutritious superfood – beans – and figured out how to unlock their natural goodness in a great-tasting, crunchy snack that is naturally full of fiber and protein,” says John Serieka, Beanitos executive vice president. “They’re better for you than the average tortilla chips because they are made with simple, clean ingredients that consumers are asking for.”

Made from nutritious, USA-farmed whole beans and non-GMO ingredients, Beanitos Hint of Lime navy bean chips offer 6g of fiber and 4g of protein in every serving. Like all delicious Beanitos snacks, the new chips are also low-glycemic and gluten-free, and contain no preservatives and no artificial flavors or colors.

Beanitos Hint of Lime can add zest to any snacking occasion—from lunchboxes to summer entertaining to road trips—and are packed with great taste the whole family will enjoy. They’re so flavorful, they can be enjoyed right out of the bag but are also tasty when paired with salsa, guacamole or a favorite dip.

According to Serieka, Beanitos is constantly listening to its customers. The new flavor innovation was “the clear fan favorite,” selected by 150,000 consumers from a panel of five potential options.

Beanitos Hint of Lime joins the company’s full line of bean chips, including Original Black Bean, Chipotle BBQ, Nacho Cheese, Restaurant Style, Simply Pinto Bean, and Better Cheddar, as well as its savory assortment of baked Bean Puffs. The new variety (SRP: \$3.49/6 oz.) will be available in the chip aisle at major retailers nationwide, including HEB, Kroger, Publix and Sprouts, beginning July 2015. For more information, please visit beanitos.com.

About Beanitos

Beanitos offers a line of delicious snacks made from nutritious USA-farmed whole beans. Enabling people to enjoy better-for-you snacking any time of day, Beanitos is made with real food crafted from simple, clean ingredients—offering a truly delicious superfood. Founded on a philosophy that everyone deserves to crunch and dip without compromise, the Austin, Texas-based company is one of the fastest growing snack chip brands in America. To learn more, please visit beanitos.com, follow us on [Twitter](#), or ‘Like’ us on [Facebook](#).

###