



The

GOOD

*Crisp*TM

COMPANY



G'day!

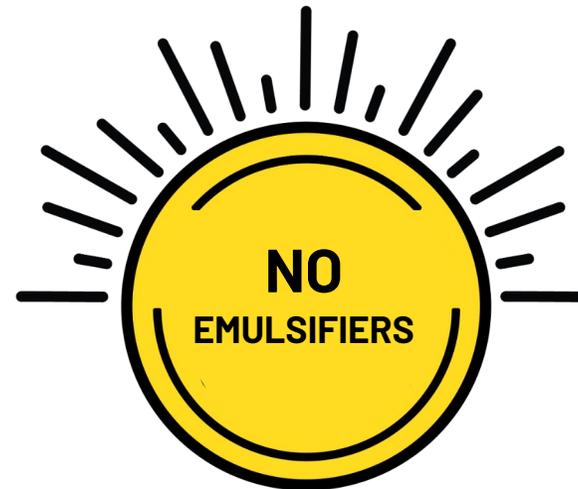
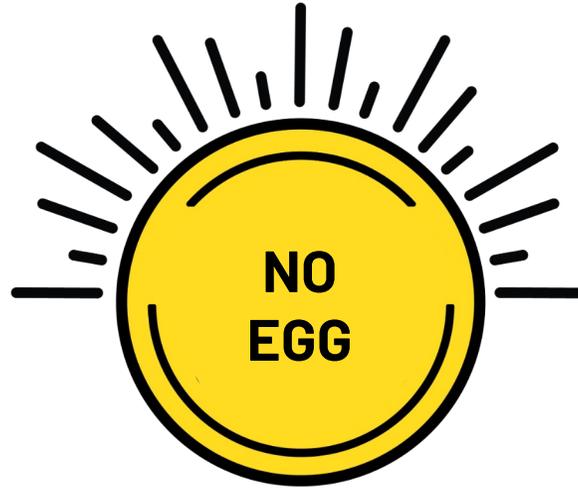
Matt here. I wanted to recreate my favorite snacks without the top allergens and artificial ingredients so I could enjoy them with my three daughters. Turns out we weren't the only ones wanting better for you snacks that tasted good, so I made it my official job to share these products with as many families as I could. I bring to you, The Good Crisp Company.

Matt





Our promise



How we stack up

	The Good Crisp Company	Pringles	Schär
			
			
  			
FREE FROM: WHEAT, SOY, PEANUTS, TREE NUTS, EGG, CELERY, SESAME & SHELLFISH			

Better quality & simply ingredients

Just **6** Ingredients!



The Good Crisp Co ingredients:
Dried Potato Flakes, RSPO Sustainable Palm Oil, Tapioca Starch, Salt, Sugar, White Pepper

Schar ingredients:
Dehydrated Potatoes 57%, Sunflower Oil, Rice Flour, Glucose Syrup, Potato Starch, Salt, Emulsifier: Mono- and Diglycerides of Fatty Acids, Rapeseed Oil

Pringles ingredients:
Dehydrated Potatoes, Vegetable Oils (Sunflower, Palm, Corn) in varying proportions, **Wheat** Flour, Corn Flour, Rice Flour, Maltodextrin, Emulsifier (E471), Salt, Colour (Annatto Norbixin)

The launch range



Original
160g + 45g



Sour Cream & Onion
160g + 45g



Salt & Vinegar
160g



Thanks!