



# unique crunch

half the fat





## Simple, flavorful guilt-free chips

ATHENOS Whole Wheat Pita Chips and ATHENOS Roasted Garlic Pita Chips are made from fresh-baked, sliced and seasoned pita bread. Deliver delicious flavor with just half the fat of leading potato chips.<sup>1</sup>

### The perfect pita

#### Popular Brand

ATHENOS Whole Wheat Pita Chips were named “best pita chip” by Fitness Magazine<sup>2</sup>

#### Smart Choice

ATHENOS Pita Chips are a wholesome alternative to traditional high-fat chips with no trans fat, saturated fat or cholesterol

#### On-Trend Appeal

Consumers are actively lowering their intake of fried and fatty foods, and are seeking more baked and whole-wheat options<sup>3</sup>

#### Long-Lasting Freshness

ATHENOS Pita Chips stay fresh tasting and crisp with a shelf life of 150 days

1. ATHENOS Pita Chips have 6 grams of fat per bag compared with 15 grams in an equivalent amount of leading regular fried potato chips.  
2. Fitness Magazine, 2009 3. International Food Information Council Food and Health Surveys 2006-2009

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