

Simply Doritos Organic White Cheddar Tortilla Chips



- The #1 Brand* in Tortilla Chips, Doritos, now with elevated health credentials:
 - USDA Organic
 - No Artificial Preservatives, Flavors or Colors
 - Gluten Free
 - NO MSG Added
- Organic Salty Snacks have an incredible +29% 4-Yr CAGR in retail.
- 46% of respondents in a recent survey noted “organic” as a drivers of their purchase decisions.
- Simply Doritos White Cheddar was the #1 Organic innovation of Salty Snacks in 2017

Source: SDW Tkt Sales