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Hippie Chips Review from NATURALLY SAVVY.com.

A Rockin' Good Snack

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When Dan and Jean Ehrlich, global touring musicians, got sick of the convenience store snack foods full of artificial ingredients they ate while on the road, they knew there had to be a better alternative. But, as it turns out, they had a difficult time finding snack food that was both healthy and delicious. Dan and Jean decided to take things into their own hands by starting **Rock-n-Roll Gourmet**, creating “natural snack foods with a rock-n-roll attitude.”

There is no denying that potato chips are a yummy, satisfying all-American snack. Invented in Saratoga Springs, New York in 1853, when a difficult restaurant patron sent back his potatoes because they were sliced too thick, the cook, as a joke, cut and fried paper thin slices of potato. What resulted, however, was an instant hit! Today U.S. potato chip retail sales alone are an over \$6 billion a year industry. Unfortunately, regular fried potato chips remain one of most unhealthy snacks that can pass your lips.

Rock-n-Roll Gourmet’s mission was to make a totally natural, low fat, and tastily addicting chip. They also wanted to create a fun rock and roll image through their colorful, music-themed packaging, which they also use to promote new bands and artists. Their Hippie Chips line – the first of three snack foods – are baked potato chips with hemp seed, and come in six flavors with inspired names like *Sea of Love Salt*, *Woodstock Ranch*, and *Memphis Blues Barbeque*.

Hippie Chips offer a healthier alternative to regular fried potato chips. With zero Trans Fat, an individual-sized 21g bag contains only 90 calories, 3 or less grams of fat, a maximum 1g of sugar, and no more than 300g of sodium (each depending your flavor of choice). The ingredient list boasts only natural ingredients and the chips are baked, rather than fried. At 50% less fat than regular potato chips, these chips are so tasty, we're sure you're going to want to eat 50% more.



Last week, together with our Naturally Savvy team, we hosted a chip tasting party. With bags of *Sea of Love Salt*, *Memphis Blues Barbeque*, *Lime is on My Side Cracked Pepper* and *Haight-AshBerry Jalapeño* we ripped open and dug in to the vibrant bags and devoured these tasty snacks. While the general crowd pleaser was Memphis Blues Barbeque, there seemed to be a rivalry between the Jalapeño and Lime lovers. Everyone loved the texture – nice and crunchy, but with a melt-in-your-mouth quality. The flavors packed a bold punch; some of us would even argue the flavor was far and away better than regular potato chips. From young kids to a traditional potato chip devotee, we all couldn't get enough of Hippie Chips. Rock-n-Roll Gourmet's Hippie Chips get a very enthusiastic Naturally Savvy Seal of Approval!

Rock-n-Roll Gourmet's other treats include Little Wings, baked buffalo wing chips with different drizzle flavors and Sweet Emotions, baked multigrain chips with sweeter drizzles, such as cinnamon, chocolate and berries.

For more information on Rock-n-Roll Gourmet and purchasing Hippie Chips visit www.rocknrollgourmet.com.

References: Christopher Clark, 2003. Snack Food Association. <http://www.sfa.org/potato150>.

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