

# ROCKIN' SNACKS

**Rock-n-Roll Gourmet injects an edgy attitude into better-for-you baked snacks.**



Rock-n-Roll Gourmet founders, Dan and Jean Ehrlich, are self-described lifelong rockers and musicians. The couple traveled the world attending music events and festivals - necessitating an on-the-go lifestyle with meals eaten on the road. The Ehrlichs noticed music events typically have drink sponsors, but there is a surprising lack of healthy snack options. In response, the couple created Rock-n-Roll Gourmet to develop great tasting snacks inspired by better-for-you ingredients and the energy of rock-n-roll.

Based in both California and New York, the company's original offering, Hippy Chips, is the first all-natural baked potato chip to include hemp seeds. Introduced in November, Hippy Chips are formulated to have half the fat of traditional potato chips. Hemp has been shown to provide omega-3s, energy and can help combat the effects of heart disease. The chips are also kosher and free of cholesterol and trans fat. Hippy Chips are available in Sea of Love Salt, Memphis Blues Barbecue and Lime Is On My Side Cracked Pepper. The Haight-Ashberry Jalapeno celebrates the hippie era's most famous intersection, and the upcoming Woodstock Ranch commemorates the 40th anniversary of the Woodstock Festival. In the summer and fall, the company will add Chive Talkin' Sour Cream and White Room Cheddar varieties to the line. The single-serve Hippy Chips contain 90 Cal per serving and retails for \$1.29. A family-size 3.25-oz package retails for \$2.99.

Also this summer, Rock-n-Roll Gourmet will launch Little Wings, an innovation in snacking. Using the slogan, "The Dip Is On The Chip," the baked multigrain buffalo wing-flavor snack features a bleu cheese or ranch drizzle and the barbecue wing chips feature a honey drizzle. The product was first introduced at the June 2008 Fancy Food Show in New York and received a rave review from AOL food writer, Kat Kinsman. Prior to the food show, Little Wings were test marketed in New York. Little Wings are available in three sizes: .50 oz, 1.25-oz, and 3-oz bags ranging in price from \$1.25 to \$3.79.

The company's music-themed snacks attract consumers 13 to 55 years old. The back of each Rock-n-Roll Gourmet package features a Music Showcase section promoting the music of independent artists. New artists are introduced every 100,000 bags. The company is also developing campaigns to co-market the featured bands on college and university campuses. At the grocery level, the products are supported by in-store demos and circulars.

"From kindergarten to college, Hippy Chips fans are popping up everywhere," said Jean Ehrlich, President of Rock-n-Roll Gourmet. "Moms love them because they're a great alternative to chemical-laden, high-fat snacks for their kids. Others love them because they're light and crispy without a lot of extra calories or fat to weigh you down or make you feel guilty. This is a product that everyone can feel good about eating."

-- Jennifer Barnett Fox