



POWERING UP

Plocky's Fine Snacks strengthens its healthy offerings with protein potato crisps.

Three varieties of chips offer salty, sweet and spicy, and savory options for consumers.
Plocky's Fine Snacks

The concept of a meal is changing. People load their schedules with work, family responsibilities, activities and more, leaving little — and sometimes no — time for a sit-down meal. Instead, consumers are looking to pack in wholesome nutrients and better-for-you ingredients between meals. According to the International Dairy-Deli-Bakery Association, 64% of Americans are trying to add more protein to their diets. On-the-go snacking is becoming an alternative for them to do just that.

To match that pursuit of protein, Plocky's Fine Snacks, Hinsdale, IL, introduced its line of PrOTATO Crisps targeting consumers of all ages seeking healthy snack alternatives. The baked potato chips feature 7 g organic plant-based protein per 1-oz serving. The chips are free from gluten, peanuts, tree nuts, MSG and are certified Kosher.

Paul Cipolla, president, CEO and founder of Plocky's Fine Snacks, said the new PrOTATO Crisps are differentiated by its base ingredient — potato. Other protein snacks may feature protein or beans as the base ingredient, but Mr. Cipolla said the high-protein content in similar snacks can turn people away if they have a dry, chalky texture.

"We wanted to come out with a great-tasting, potato-based protein snack that is an alternative to bean-based snacks," Mr. Cipolla said.

By blending rice protein into a potato base, Mr. Cipolla

explained, the snacks maintain the consistency and texture of traditional baked potato chips. By baking them, the chips also feature 80% less fat than regular fried chips.

"Potato chips are the biggest category by volume in snacks, so we wanted to do something innovative in the largest snack category in the store," Mr. Cipolla said.

Plocky's is releasing the product in three distinct flavors: Original with Himalayan Pink Salt, Spicy Honey BBQ and Peppercorn Ranch. The Original features salt from the Himalayan Mountains in Pakistan. The Spicy Honey BBQ features a balance of sweetness and spice from honey and barbecue sauce. The Peppercorn Ranch variety offers a savory option through bold peppercorns mixed with cool and savory ranch seasoning.

"People are not sitting down for the traditional three meals a day, but rather they're snacking all day and looking for protein," Mr. Cipolla said. "We want to give health-conscious consumers the ability to make better choices in their snacking habits."

The target market for PrOTATO Crisps is high-quality grocery and specialty chains. The chips are packaged in 3-oz bags with a suggested retail price of \$3.69 to \$3.99.

Plocky's introduced the snacks at the Winter Fancy Food Show in January in San Francisco. The Specialty Food Association recognized the PrOTATO Crisps as one of the top 10 innovations at the show.

Mimicking the popular idea of potato chips, PrOTATO Crisps offer consumers supplemental protein between their increasingly scarce mealtimes.

— Nico Roesler