

**WEBSITE:**

www.gringojacks.com

**MEDIA CONTACT:**

Michele Kropp – COO/CMO

michele@gringojacks.com

**SALES & PROMOTION:**

Jack Gilbert - CEO

jack@gringojacks.com

**ORDERS:**

Beth Coleman

beth@gringojacks.com

**HEADQUARTERS:**

5103 Main Street

Manchester, VT 05255

802.362.3398

**CHIP ADDICTS:**

Sign up for our highly complimented newsletter along with product promotions and news.

**LIKE US ON FACEBOOK**



**Honest food made in Vermont.**

**MISSION STATEMENT**

Dedicated to producing handcrafted, unique, flaky flour tortilla chips along with all natural & vegetarian sauces, salsas, and soups always successfully pre-tested in our own restaurant kitchen.

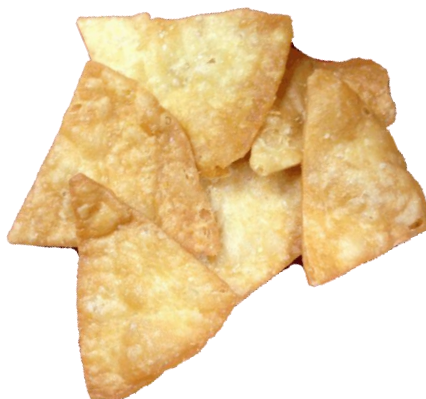
We promise to always prepare each recipe in small batches, with only quality ingredients—no fillers or preservatives—giving the consumer the means to create a healthy, gourmet WOW without the extra work.

We stand for taste, quality and uniqueness, always.

**WHO ARE WE?**

We're just a bunch of gringos up here in Vermont. But we're doing your flaky chips, BBQ, salsas, sauces and your soups better than anyone. Spices, textures, flavors to knock your socks off. And we're doing it all natural, with no preservatives or anything yucky. Just fresh and authentic ingredients, for a fresh and authentic taste.

*that's some flaky love there!*



First, there were potato chips – and the world was excited!



Then came corn tortilla chips – and the world had a choice!



**BUT NOW, GET  
READY FOR THE  
WORLD'S NEXT  
GENERATION  
SNACK...**

## **HOW ARE WE DIFFERENT?**

How are we unique from the other wonderful, healthy products out there?

First, we use local ingredients whenever possible. Stan, the habanero man comes by with baskets of fresh, local habaneros. True Love Farms grows the most wonderful tomatillos. And Dick bottles our Vermont maple syrup by hand and delivers it to us the next day! Our BBQ sauce does not use ketchup – rather, we make our own ketchup. Our chips are so unique with a light, flaky crunch and hand dusting of spices.

Secondly, we make all our products in small batches to ensure quality in every bag and every jar. We don't co-pack our products – ever!

Bottom line – it doesn't get better or tastier than Gringo Jack's!

## **Bios**

### **Jack Gilbert – Co-Founder**

Artist and restaurateur, it is Jack's belief that real flavor comes from authentic and quality ingredients. Sort of like the paints on a canvas to create a painting, so are the ingredients to any sauce or salsa.

Who better than an artist to make sure his products are perfect!

### **Michele Kropp – Co-Founder**

Daughter and wife to two wonderful chefs, food is a true passion for Michele. With years in the education field where she founded and ran computer schools throughout the country, landing in Vermont gave her the opportunity to chase her true love. Her commitment to real, less processed food and her love of all that is real ensures that Gringo Jack's products are the very best!

# FLAKY CHIPS

Introducing the world's next generation snack. With a unique, flaky crunch, these flour chips were dubbed "Chips of a different munchability" by The New York Times. Non gmo and made with expeller pressed canola oil, we take snacking to the next level!

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Joe and Susie each took a bite, then froze in surprise. They simply hadn't expected that unique flaky crunch. But there it was.

Gringo Jack's:  
a whole new  
chip  
experience



7 oz & 2 oz sizes  
3 varieties

Classic Flour anything but plain!

Spiced a blend of hand dusted spices

Cinnamon & Sugar have with morning coffee or with vanilla ice cream!



# The New York Times



## Oprah's O List

"The Big Dipper...all natural chips – perfect for dipping in artisanal salsa"

## NY Times

"Chips of a different munchability"

" Their munchability is driven by exceptional flakiness...the spiced ones, hand-dusted with a ruddy, vibrant mixture, suit creamy dips and make a nice garnish for ceviche, salads and soups."

## EAT MORE HEAT! Live

"ooh, I like these"

"this is a REAL finishing glaze"

"waa, yeah, dog!"

"that's what I wanted – something goood!"

## INSANE CHICKEN

"with a subtle heat factor and a savory, almost smoky aftertaste. The bourbon whiskey shines through in the mix, adding a layer of flavor that gives this sauce its key personality - If you're like me and you prefer a little bourbon with your barbecue, [Gringo Jack's Smokin' Whiskey BBQ Sauce](#) will deliver the goods."

## PURE ZING

"YOW! If you want kick and sweet, and heat and spice, and TONS of flavor, then you have got to try this great southwestern-style glaze! "

"Southwestern hasn't tasted this good in a long time"



## HEALTHY LIVING CO-OP

Gringo Jack's chips have a cult following; they are unlike other chips on the market as they are fried, crunchy, puffy and delicious. Pair them up with Gringo Jack's salsa and you have a very fine snack or accompaniment to a Mexican dinner. YUM!

## NATURALLY SAVVY

This is a company that really takes the phrase 'all natural' to heart. Gringo lets you have your salsa, without any of the eyebrow raising ingredients, and eat it too....a great company with a fantastic product. we absolutely loved Gringo's Vermont Loco Local Salsa...we devoured the savoury salsa with Gringo Jack's hand seasoned flour chips. The spicy flour chips were out of this world! What a nice break from tortillas and corn chips.

Clearly Gringo Jack's earns the *Naturally Savvy Seal of Approval*.



**2011 Scovie for Caliente Salsa**

**2010 Scovie for Spiced Flour Chips**

**"Your chips are delicious naked! Super yummy and I'm not even the least bit embarrassed that more than half the bag is gone! Thanks for making a great product. Cheers!" -Gretchen**

# FAQ

**What oil do you use to fry your chips?**

Our chips are fried in non-gmo, expeller pressed canola oil. Canola oil is lower in saturated fat than any other oil and contains the most monounsaturated fat than any other oil with the exception of olive oil.

Further, canola oil contains Omega-3 fatty acids, a polyunsaturated fat that may work to lower cholesterol. In 2006, the FDA approved a health claim from canola oil that it supports heart health and reduces the risk of coronary heart disease due to its unsaturated fat content. With only 7% saturated fat, canola oil is 93% monounsaturated and polyunsaturated fats. The polyunsaturated fats include the essential fatty acids known as alpha linolenic acid (omega-3) and linoleic acid (omega-6 fatty acid). In fact, canola oil contains the richest source of alpha-linoleic acid, (11% of total fat) of most all oils in North America.

Finally, Gringo Jack's uses non-gmo, expeller pressed canola oil so genetically modified fears is not an issue.

**Are your products Kosher?**

We are thrilled to announce that we have finalized our Kosher certification process and are now considered Kosher.

**Are your products non-gmo?**

We are thrilled to announce that we have finalized our Kosher certification process and are now considered Kosher.

**Are your products gluten free?**

Obviously, our chips are not gluten-free as they are flour chips. However, the rest of our line is gluten free. We manufacture the chips in a different production room than we do the salsas, soups and sauces. All equipment used is kept separate.

**What does the date on the package mean?**

The best buy date means that our products are best when purchased and consumed within the date on the package. If at any time, you purchase one of our snacks and they are not fresh, please send the un-used portion to Gringo Jack's for a full refund.

**Where are your products sold?**

Thank you for asking! Our products are available in many grocery and natural stores along the east coast and in the mid-west. All products are also sold online at [www.gringojacks.com](http://www.gringojacks.com) - We are going to add a location section to our website over the next months as we attempt to gather all the stores selling our products.

**What's up with the awesome van?**

Our chipmobile can be seen driving around the country giving away our flaky goodness. Check our website for upcoming locations and get some of that flaky love for yourself!



**I have a question about my online order.**

We hope that you have a perfect experience at our online store, however if you have a problem or a question, please call us at 802.362.3398 and ask for Beth or email Beth at [beth@gringojacks.com](mailto:beth@gringojacks.com) We will do whatever it takes to ensure the best experience with our products and your ordering process.

**How can I get my local store to carry your chips?**

You can print out [this form](#) and bring it to your local store. We love the opportunity for new stores to try us and we would appreciate your help! If a store orders product from us as a result of your request, we will send them a sample bag of chips and a jar of salsa so that they might offer their customers a sampling of the new products.

**I have other comments or questions.**

Feel free to email us with any questions or comments you might have. Below are some email addresses for contacting Gringo Jack's:

[Beth@gringojacks.com](mailto:Beth@gringojacks.com) - ordering or for new stores

[Denise@gringojacks.com](mailto:Denise@gringojacks.com) - join our email list

[Jack@gringojacks.com](mailto:Jack@gringojacks.com)

co-founder and corporate sales & sales promotions

[Michele@gringojacks.com](mailto:Michele@gringojacks.com)

co-founder and operations/marketing & PR

# CHIPS & SALSA



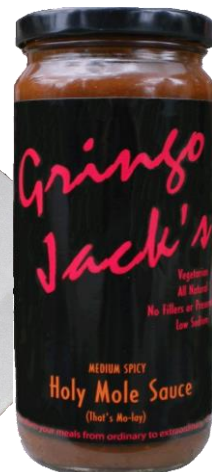
# BBQ SAUCE



# SOUP



# ETHNIC SAUCE







**Honest food made in Vermont.**

(Office) 5103 Main Street • Manchester, VT 05255  
(tel) 802.362.3398 • (fax) 802.362.0741

(Factory) 350 Old Camp Road • Sunderland, VT 05250  
(tel) 802.375.2200 • (fax) 802.375.2288

[www.gringojacks.com](http://www.gringojacks.com)

Jack Gilbert – Co-Founder, CEO  
(O) 802.362.3398 • (M) 802.345.0836  
Sales & Sales Promotions  
[biggringojack@gmail.com](mailto:biggringojack@gmail.com)

Michele Kropp – Co-Founder, COO/CMO  
(O) 802.362.3398 • (M) 802.379.4444  
Operations & Marketing/PR  
[michele@gringojacks.com](mailto:michele@gringojacks.com)

Beth Coleman – Office Administrator, A/R  
(O) 802.362.3398  
[beth@gringojacks.com](mailto:beth@gringojacks.com)

Orders: [beth@gringojacks.com](mailto:beth@gringojacks.com)  
(fax) 802.362.0741

Denise Macksoud – A/P, Newsletters  
(O) 802.362.3398  
[denise@gringojacks.com](mailto:denise@gringojacks.com)