

The original Micro-Chip[®]

LOW IN SATURATED FAT
only 0.5g sat. fat per serving



Our gourmet potato chips are hand crafted in small batches using the finest natural ingredients. Only select North American potatoes and high monounsaturated Canola oil is used. We never use any artificial ingredients, MSG or additives, ever.



GOURMET KETTLE POTATO CHIPS - FOUR NATURAL FLAVORS

**ALL AMERICAN
Sea Salted**

**CREAMY
French onion**

**Sea Salted
& Vinegar**

**FIRE SWEET
Mesquite BBQ**

No Hydrogenated Oils
No MSG, Preservatives or Artificial Colors
100% High Mono Unsaturated Canola Oil - Only
- Zero Cholesterol
- All Natural - Lowest in Saturated Fats

We Never Say One or more of the following oils... No exceptions!



www.madhousemunchies.com

Madhouse Munchies, Colchester, VT 1-888-madhous(e)

THE BEST THINGS TO EAT ARE GENERALLY THE SIMPLEST



Every Madhouse flavor starts in my Vermont kitchen, and is thoroughly taste-tested among friends, family, neighbors - and the occasional bystander - before becoming an official Madhouse Munchies Kettle Chip.

Our unique micro-chip recipes feature only simple, healthy ingredients: select North American potatoes cooked in pure high-monounsaturated canola oil and topped with only all natural spices, herbs and sea salt. Call us crazy? Sure. Just don't call us your average potato chip company.



Madhouse wooden rack system
2-foot floor rack shown



Handy display pop-out case
5.5oz bag/ 12-count case

The Madhouse Creed:

We believe that most things are better when they're made by hand.

We believe in taking the side roads whenever possible

We believe in backyards.

We believe that there is nothing wrong with potato chips for breakfast.

We believe in underdogs.

We believe that our chips are the finest available on this big spinning globe.

We believe in listening to our customers.

So, what's on your mind?

Jim Ehlen, Founder



1.5oz



5.5oz



16oz (food service)

	UPC Prefix Code	1.5oz	5.5oz	16oz (food service)
ALL AMERICAN Sea Salted	7 27430-	40015	40055	40005
FIRE SWEET Mesquite BBQ	7 27430-	41015	41055	-
Sea Salted & Vinegar	7 27430-	42015	42055	-
CREAMY French Onion	7 27430-	43515	43555	-
Units / Case		32 bags	12 bags	8 bags
Cases / Pallet: case size:		1.5 oz (66cs) 21.5 x 15 x 6.75	5.5 oz (63cs) 16 x 13 x 11	16oz/1# (42cs) 21.5 x 15 x 11
Footprint x Tier		6 x 11	9 x 7	6 x 7