

NEW

Crafted for
CRUNCH

INTRODUCING KETTLE RIDGE CUT

Crafted to be **big** and **bold**, with a **thicker Ridge Cut** for a more satisfying **crunch**. Made from 100% premium Aussie potatoes, slow cooked in batches to achieve a crispy texture and rich, natural flavour.

We searched the globe to discover these delicious taste experiences inspired by the flavours of **Japanese Style Fried Chicken**, **Himalayan Pink Salt**, **Italian Style Balsamic Vinegar & Sea Salt** and **European Style Sour Cream & Chives**.



GET ON BOARD

Drive category value by trading up & recruiting new younger consumers

First to market with exciting new product formats



INSPIRING LAUNCH

The launch will have an impressive **mass media campaign** including high reach channels to **drive awareness, engagement and trial**.



COMING THIS JULY!