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BETTER MADE SNACK FOODS JUST INTRODUCED ITS NEWEST DELICIOUS POTATO CHIP FLAVOR - WILDFIRE CHILI LIME

** Exciting new flavor comes on a hardy krinkle cut potato chip*

DETROIT, MI – [Better Made Snack Foods](http://www.bettermade.com) is excited to announce the release of its latest great tasting potato chip flavor – Wildfire Chili Lime – a zesty combination of chili pepper and tangy lime flavors on Better Made’s hardy krinkle cut potato chip.

The new gluten free chips are available in a 2.75 oz bag and retail for \$2.29 each. The new flavor joins Better Made’s lineup of delicious products available in stores throughout Michigan, as well as in the Better Made Snack Foods online store at www.bettermade.com.

“Our new Wildfire Chili Lime potato chip is a delicious flavor fusion providing a nice balance of heat and lime on our thicker, Krinkle cut potato chip,” says Dave Jones, president of Better Made Snack Foods. “We wanted to introduce a flavor unlike anything we currently offer. The Wildfire Chili Lime is unique, and packs a serious flavor punch!”

Founded in 1930 in Detroit as Cross and Peters, and now in its 93rd year, Better Made continues to develop and provide a wide variety of high-quality award-winning snack foods, including assorted original and flavored potato chips, and potato sticks, gourmet popcorn, pretzels, tortilla chips, pork rinds, and more! The family-owned company uses locally grown potatoes and the finest oils. For more information, please visit www.bettermade.com. You may also follow Better Made on Facebook, Twitter, and Instagram. *Michigan Made - Better Made, now featured all around Michigan in your favorite food outlets.*

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