

Contact:  
Joan Cetera  
Frito-Lay  
972-334-3694 office  
[joan.cetera@pepsico.com](mailto:joan.cetera@pepsico.com)

## **LAY'S ALL-STAR FLAVORS RELEASED FROM FLAVOR VAULT FOR A LIMITED TIME**

### ***Your Favorite Flavors of Smoked Gouda & Chive, Chicken & Waffles and Truffle Fries Return to Store Shelves***

PLANO, Texas (September 29, 2016) — What happens when a Lay's potato chip flavor is no longer on store shelves? Thankfully, it is not gone forever.

This fall, the Lay's brand is opening its flavor vault and bringing out three all-star flavors - Lay's Smoked Gouda & Chive, Lay's Chicken & Waffles and Lay's Wavy Truffle Fries – for fans to revisit and fall in love with all over again.

These tried and true flavors captured consumers' hearts and taste buds when they were part of past flavor programs "Flavor Swap" and "Do Us a Flavor" and are now returning as a part of the brand's latest program, Lay's "All-Stars." They are now back by popular demand for a limited time only.

"Our fans have continuously shown us their incredible love for flavor, including the unique and sometimes unconventional flavors," said Jeannie Cho, vice president of marketing, Frito-Lay North America, "Our fans have inspired us with everything from traditional spices and herbs, popular cuisines, trending flavors and more over the years. We are excited to open the flavor vault to bring back our Lay's Flavor All-Stars for everyone to share and enjoy while they last."

### **A Flavor for Every Fan**

- **Lay's Smoked Gouda & Chive** – From "Flavor Swap," this flavor was inspired by the rise in popularity of specialty cheeses, like Gouda, as seen in 2016 flavor trends.
- **Lay's Chicken & Waffles** – From the first "Do Us a Flavor," this flavor is the perfect blend of fried chicken, crispy waffle and buttery-rich syrup flavors and was inspired by the entrant's nephew and his love for this popular savory morning dish.

- **Lay's Wavy Truffle Fries** – From the third “Do Us a Flavor,” this flavor has hints of garlic and parmesan with a light truffle flavor and was inspired by the entrant’s love for truffle fries, a love so great she sought out restaurants in her area that put their own local twist on her favorite side.

To officially reveal the three flavors to the public, Lay’s partnered with Josh Peck, an actor best known for his roles on “Grandfathered,” “The Wackness,” and “Drake & Josh,” to host a reveal event and content September 28 from inside an original bank vault in New York City. In case you missed it, you can follow the flavors being unlocked on the [Lay’s Facebook page](#). Fans can find the All-Stars flavors in retail stores nationwide beginning October 3 through November 14.

### **Have Taste Buds, Earn Rewards**

The Lay’s brand is offering fans the opportunity to win cash and prizes every hour on LaysFlavorAllStars.com, including the chance to win Lay’s chips for a year. Beginning in October, consumers can purchase the specially marked Lay’s products at retailers nationwide and enter their on-pack code by texting “Flavor” to 24477 (CHIPS). With every purchase, consumers can earn more opportunities to win, and follow along using #LaysFlavorAllStars. Fans can even rate which of the returning flavors are their favorite on the site. Complete details are available on LaysFlavorAllStars.com.

### **About Lay’s**

Lay’s is one of the brands that makes up Frito-Lay North America, the \$14 billion convenient foods business unit of PepsiCo (NYSE: PEP), which is headquartered in Purchase, NY. Learn more about Frito-Lay at the corporate website, <http://www.fritolay.com>, the Snack Chat blog, <http://www.snacks.com> and on Twitter at <http://www.twitter.com/fritolay>. Learn more about Lay’s by visiting [www.facebook.com/lays](http://www.facebook.com/lays) or on Twitter at [www.twitter.com/lays](http://www.twitter.com/lays). You can also follow Lay’s on Instagram by visiting <http://instagram.com/lays>.

### **About PepsiCo**

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2015, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages,

including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit [www.pepsico.com](http://www.pepsico.com).

Follow PepsiCo:

- [Twitter](#) (@PepsiCo)
- [Facebook](#)
- [PepsiCo Press Releases](#)
- [PepsiCo Multimedia](#)
- [PepsiCo Videos](#)