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**TASTE THE ORIGINAL CRUNCH: FIRST POTATO CHIP BRAND  
BACK ON STORE SHELVES**

*"Moon Brand Original Saratoga Chips" showcases retro packaging and original artisan recipe*

**CORDOVA, Tenn. and Saratoga Springs, N.Y. – (Sept. 2, 2009)** – After thinly slicing a Yukon gold potato, frying it in cottonseed oil and seasoning it with sea salt, George Crum was credited with the invention of the first potato chip in 1853. A staple on store shelves until the 1920s, *Moon Brand Original Saratoga Chips* is once again available to consumers.

The resurrected *Moon Brand Original Saratoga Chips* is the brainchild of Saratoga Specialties Company, Saratoga Springs, N.Y., which invested significant resources into researching and replicating the flavor and packaging of what is widely recognized as the nation's first potato chip.

"The original *Moon Brand Original Saratoga Chips* remained popular for more than 50 years," says Dan Jameson, owner of Saratoga Specialties Company. "It was important for us to stay true to the original recipe so that our chips taste exactly as they did in 1853."

Each batch of chips is made by hand, using just three quality ingredients: Yukon gold potatoes, grown locally in New York, trans-fat free cottonseed oil and sea salt.

"The reproduced packaging draws consumer attention, but the taste and quality of our chips is why they keep selling out," Jameson says. "Each chip tastes fresh and satisfies with a really nice crunch. Unlike many other chips, *Moon Brand* chips are not greasy."

"Cottonseed oil is a key ingredient in *Moon Brand Original Saratoga Chips*," he continues. "This trans-fat free vegetable oil does not leave an oily taste in your mouth and showcases the great flavor of the Yukon gold potato. We use cottonseed oil because of its historical significance with our chips, but really, the taste speaks for itself. We could not choose a better oil."

Saratoga re-launched *Moon Brand Original Saratoga Chips* on July 4, 2009, and already is carried in more than 100 supermarkets, gourmet specialty stores and historic venues nationwide.

**About the Saratoga Specialties Company**

In January 2009, business partners Dan Jameson and Paul Tator explored the idea of reintroducing *Moon Brand Original Saratoga Chips*. After researching methods and recipes, the duo decided to make the chips just as they were originally, in individual batches by artisan chip makers. *Moon's Brand Original Saratoga Chips* are available in a 9-ounce family size and a 1.5-ounce single serving. For more information, visit HYPERLINK "<http://originalsaratogachips.com>" [originalsaratogachips.com](http://originalsaratogachips.com).

**About the National Cottonseed Products Association**

NCPA is the national trade association for the cottonseed processing industry. In addition to the U.S. cottonseed crushing industry, association membership includes refiners, who process cottonseed oil into semi-finished and finished products, dealers and brokers who market cottonseed products, and other firms that provide goods and services to the industry. For more information, visit HYPERLINK "http://www.cottonseed.com" [cottonseed.com](http://www.cottonseed.com) and HYPERLINK "http://www.cottonseedoiltour.com" [cottonseedoiltour.com](http://www.cottonseedoiltour.com).

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