

## Frito-Lay plans healthy chips

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Texas's Frito-Lay is jumping aboard the health bandwagon with a line of snack chips made from fruits and vegetables.

Planned to hit the market in February, the snack line called Flat Earth will feature half a serving of fruits or vegetables per ounce, USA Today reported. Flat Earth will have three kinds of veggie crisps and three kinds of fruit crisps with flavors such as Tangy Tomato Ranch and Wild Berry Patch.

Gary Stibel, chief executive officer of New England Consulting Group, told USA Today that Flat Earth could be a \$75 million brand in a year.

"Of all the food processors in America, Frito-Lay does more with less than anyone," Stibel said.

A Frito-Lay spokesman calls the February rollout a critical step in convincing consumers that the company cares about nutrition.

Nutritionist Cynthia Lair, author of "Feeding the Whole Family," questioned the value of such snacks.

"Once you pulverize and powder vegetables, there's not much left," Lair told USA Today.

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