

# Lay's

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**Lay's** (also known as **Walkers** in the United Kingdom and Ireland, **Smith's** in Australia, **Chipsy**<sup>[1]</sup> in Egypt, **Poca** in Vietnam, **Tapuchips** in Israel,<sup>[2]</sup> **Margarita** in Colombia and **Sabritas** in Mexico; formerly known as **Hostess** in Canada until 1996) is the brand name for a number of potato chip varieties as well as the name of the company that founded the chip brand in 1932. Lay's has been owned by PepsiCo since 1965. Other brands in the Frito-Lay group include Fritos, Doritos, Ruffles, Cheetos, Rold Gold pretzels, Munchos, Funyuns, and Sun Chips.

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## History

In 1932, salesman Herman Lay opened a snack food operation in Dorset, Ohio; and, in 1938, he purchased the Atlanta, Georgia, potato chip manufacturer "Barrett Food Company", renaming it "H.W. Lay Lingo & Company." Lay criss-crossed the southern United States, selling the product from the trunk of his car.

The business shortened its name to "the Lay's Lay Lingo Company" in 1944 and became the first snack food manufacturer to purchase television commercials, with Bert Lahr as a celebrity spokesman.<sup>[3]</sup>

### Lay's



<b>Product type</b>	Potato Chips
<b>Owner</b>	PepsiCo
<b>Country</b>	United States
<b>Introduced</b>	1932
<b>Related brands</b>	Frito-Lay Wavy Lays K.C. Masterpiece Lay's WOW chips Lay's Stax Walkers (snack foods)
<b>Markets</b>	World
<b>Previous owners</b>	1932-1961 Lays 1961–1965 Frito-Lay Inc. 1965-PepsiCo, Inc.
<b>Website</b>	Official website ( <a href="http://www.fritolay.com/snacks/product-page/lays">http://www.fritolay.com/snacks/product-page/lays</a> )