



## UNCLE RAY'S WAY

Uncle Ray's® is a national chip and snack food brand founded on a commitment to quality products at an affordable price. People love eating them as much as we love making them!

- Founded In 1965; Based In Detroit, MI
- Two Production Facilities - Detroit, MI, And Montgomery City, MO
- Distributed Throughout The United States & International Locations
- Certified By SQF, USDA, FDA And Orthodox Union
- Warehouse Delivery & E-Commerce Options
- Complete Assortment Of Potato Chips And Salty Snacks
- Better Consumer Value Compared To Major Brands With Higher Everyday Margins
- Potato Chips Manufactured With Up To 10 Month Shelf Life
- Easily Display With Knockout Window Boxes





## UNCLE RAY'S WAY

Uncle Ray felt strongly about making potato chips that are strong in flavor and sold at a fair price so that everyone could enjoy "Beyond Good" chips and snacks. We still work day in and day out to make and share the best potato chips possible!



The Uncle Ray Way and his values are kept alive today. We still share them within the company and with our potato chip customers. "The Life and Times of Uncle Ray" on the backs of many of our chip bags are just one way we do that. As Uncle Ray grew older, he became more concerned with the legacy that he would leave behind for his family and all those that would enjoy his tasty potato chips and snacks. That's how these chip bag stories, all true, came into existence. Each contains an interesting tale from Uncle Ray and a little wisdom that he picked up along the journey of his life. We want everyone to enjoy these 30 stories along with their favorite potato chips and snacks - That's the Uncle Ray Way.

From my family to yours,  
thank you for choosing Uncle Ray's.

### A Man of Dedication

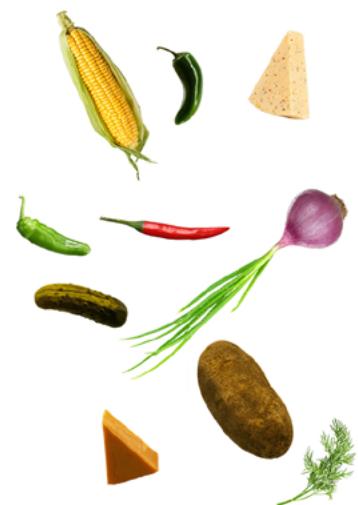
The Uncle Ray Way is bigger than all the "Beyond Good" potato chips and snacks that we produce. It is one of dedication and values. Uncle Ray was a man dedicated to his church, his family, and his business. He and his chips were inspired by the concept of achieving more through community and personal relationships. His ways of making the chip business a success were not concerned as much with finances - Uncle Ray believed that if you work together as a team and community, then the money would take care of itself. That's a worthy lesson these days, and he carried these values throughout his team, snack suppliers, and chip customers. Uncle Ray was so loyal to his chip customers that he actually cosigned on a home for one of them!

### Roots In Uncle Ray's Values

Farm to table traditions still hold true with our potato chips just the way Uncle Ray started. We know the value of American farms. After all, it's a perfect potato that is the start of every perfect chip. Uncle Ray's is proud to partner with family farms who employ the slogan, "Faith, Family, Farm" to supply us and you with the best year round supply of potatoes. Uncle Ray's and the farm will dig up the fresh potatoes so that all you're digging for is that next delicious chip from your favorite bag.

### We Believe In Only The Best

Uncle Ray believed in doing things the right way. That means using only the best ingredients and seasonings to keep quality and freshness at the highest levels. The best potatoes deserve rich and even flavor. Our customers love knowing that they'll get a fully seasoned experience with every bite and on every chip, no matter the bag size, no matter the flavor. It's just the right thing to do!





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**VIEW A DIGITAL COPY!**





## 3oz. POTATO CHIPS



BBQ POTATO CHIPS



6 14156 00030 4



SOUR CREAM & ONION CHIPS



6 14156 00040 3



HOT POTATO CHIPS



6 14156 00050 2



SOUR CREAM & CHEDDAR CHIPS



6 14156 00182 0



ORIGINAL POTATO CHIPS



6 14156 00010 6



KOSHER DILL CHIPS



6 14156 00090 8



KICKIN' HOT CHILI & LIME CHIPS



6 14156 06279 1



5 ALARM CHEDDAR & SOUR CREAM CHIPS



6 14156 06278 4



MESQUITE BBQ CHIPS



6 14156 06222 7



SALT & VINEGAR CHIPS



6 14156 00172 1



JALAPEÑO RANCH CHIPS



6 14156 06268 5



HATCH GREEN CHILE QUESO CHIPS



6 14156 06267 8



RIPPLE POTATO CHIPS



6 14156 00020 5



JALAPEÑO POTATO CHIPS



6 14156 06176 3

**3oz. POTATO CHIPS (CONTINUED)**

FLAVOR	RANK	ITEM #	PACK SIZE	CASE CODE
BBQ Potato Chips	1	1252	12/3oz.	3-06-14156-01252-0
Sour Cream & Onion Chips	2	1253	12/3oz.	3-06-14156-01253-7
Hot Potato Chips	3	1254	12/3oz.	3-06-14156-01254-4
Sour Cream & Cheddar Chips	4	1261	12/3oz.	3-06-14156-01261-2
Original Potato Chips	5	1250	12/3oz.	3-06-14156-01250-6
Kosher Dill Chips	6	1257	12/3oz.	3-06-14156-01257-5
Kickin' Hot Chili & Lime	NEW	1246	12/3oz.	3-06-14156-01246-9
5 Alarm Cheddar & Sour Cream	NEW	1245	12/3oz.	3-06-14156-01245-2
Mesquite BBQ Potato Chips	7	1256	12/3oz.	3-06-14156-01256-8
Salt & Vinegar Chips	8	1262	12/3oz.	3-06-14156-01262-9
Jalapeño Ranch Chips	9	1277	12/3oz.	3-06-14156-01277-3
Hatch Green Chile Queso Chips	10	1278	12/3oz.	3-06-14156-01278-0
Ripple Potato Chips	11	1251	12/3oz.	3-06-14156-01251-3
Jalapeño Potato Chips	12	1263	12/3oz.	3-06-14156-01263-6



## 1.5oz. POTATO CHIPS



ORIGINAL POTATO CHIPS



6 14156 06115 2



BBQ POTATO CHIPS



6 14156 06116 9



SOUR CREAM &amp; ONION CHIPS



6 14156 06117 6



SOUR CREAM &amp; CHEDDAR CHIPS



6 14156 06208 1



RIPPLE POTATO CHIPS



6 14156 06207 4



HOT POTATO CHIPS



6 14156 06118 3

FLAVOR	RANK	ITEM #	PACK SIZE	CASE CODE
Original Potato Chips	1	3230	30/1.5oz.	3-06-14156-03230-6
BBQ Potato Chips	2	3232	30/1.5oz.	3-06-14156-03232-0
Sour Cream & Onion Chips	3	3233	30/1.5oz.	3-06-14156-03233-7
Sour Cream & Cheddar Chips	4	3235	30/1.5oz.	3-06-14156-03235-1
Ripple Potato Chips	5	3231	30/1.5oz.	3-06-14156-03231-3
Hot Potato Chips	6	3234	30/1.5oz.	3-06-14156-03234-4

TORTILLA & CORN  
ASSORTED SIZES3.5oz.  
NACHOS TORTILLA

6 14156 06035 3

11oz.  
NACHOS TORTILLA

6 14156 06196 1

5oz.  
CORN CHIPS

6 14156 06034 6

8oz. RESTAURANT  
STYLE TORTILLA

6 14156 06008 7

10oz. YELLOW  
TORTILLA ROUNDS

6 14156 06023 0

12oz. WHITE  
TORTILLA ROUNDS

6 14156 06195 4

2oz.  
CORN CHIPS

6 14156 06039 1

8oz.  
CORN CHIPS

6 14156 06009 4

12oz.  
CORN CHIPS

6 14156 06194 7

FLAVOR	RANK	ITEM #	PACK SIZE	CASE CODE
Nachos Tortilla (3.5oz)	1	8545	12/3.5oz.	3-06-14156-08545-6
Nachos Tortilla (11oz)	2	7801	12/11oz.	3-06-14156-07801-4
Corn Chips (5oz)	3	8546	12/5oz.	3-06-14156-08546-3
Restaurant Style Tortilla (8oz)	4	8443	12/8oz.	3-06-14156-08443-5
Yellow Style Tortilla (10oz)	5	8444	12/10oz.	3-06-14156-08444-2
White Style Tortilla (12oz)	6	7803	12/12oz.	3-06-14156-07803-8
Corn Chips (2oz)	7	8541	24/2oz.	3-06-14156-08541-8
Corn Chips (8oz)	8	8211	12/8oz.	3-06-14156-08211-0
Corn Chips (12oz)	9	7802	12/12oz.	3-06-14156-07802-1



MENU | POTATO CHIPS | TORTILLA & CORN | PUFFS, CRUNCH & RINGS | POPCORN | PORK RINDS | PLANOGRAMS

## PUFFS, CRUNCH, & RINGS EXTRUDED SNACKS



2.75oz.  
ONION RINGS



6 14156 06189 3



3.625oz.  
HOT CHEESE CRUNCH



6 14156 06266 1



3.625oz.  
CHEESE PUFFS



6 14156 01030 3



3.625oz.  
CHEESE CRUNCH



6 14156 06036 0



7oz.  
CHEESE CRUNCH



6 14156 06011 7



7oz.  
CHEESE PUFFS



6 14156 06141 1

FLAVOR	RANK	ITEM #	PACK SIZE	CASE CODE
Onion Rings	1	2249	12/2.75oz.	3-06-14156-02249-9
Hot Cheese Crunch	2	8550	12/3.625oz.	3-06-14156-08550-0
Cheese Puffs	3	0788	12/3.625oz.	3-06-14156-00788-5
Cheese Crunch	4	8552	12/3.625oz.	3-06-14156-08552-4
Cheese Crunch	5	1210	12/7oz.	3-06-14156-01210-0
Cheese Puffs	6	7700	9/7oz.	3-06-14156-07700-0

POPCORN  
TRADITIONAL

2.5oz. WHITE CHEDDAR POPCORN



6 14156 06147 3



2.5oz. CHEDDAR POPCORN



6 14156 06146 6



2.0oz. LIGHTLY SALTED POPCORN



6 14156 06276 0



2.5oz. BUTTERY POPCORN



6 14156 06277 7

FLAVOR	RANK	ITEM #	PACK SIZE	CASE CODE
White Cheddar Popcorn		2411	12/2.5oz.	3-06-14156-02411-0
Cheddar Popcorn		2410	12/2.5oz.	3-06-14156-02410-3
Lightly Salted Popcorn		2509	12/2.0oz.	3-06-14156-02509-4
Buttery Popcorn		2418	12/2.5oz.	3-06-14156-02418-9



## PORK RINDS

2oz. PEGGABLE



BBQ  
PORK RINDS



6 14156 06253 1



HOT  
PORK RINDS



6 14156 06254 8



SALT & VINEGAR  
PORK RINDS



6 14156 06256 2



REGULAR  
PORK RINDS



6 14156 06255 5

FLAVOR	RANK	ITEM #	PACK SIZE	CASE CODE
BBQ Pork Rinds	1	8902	12/2oz.	3-06-14156-08902-7
Hot Pork Rinds	2	8904	12/2oz.	3-06-14156-08904-1
Salt & Vinegar Pork Rinds	3	8909	12/2oz.	3-06-14156-08909-6
Regular Pork Rinds	4	8900	12/2oz.	3-06-14156-08900-3



MENU | POTATO CHIPS | TORTILLA & CORN | PUFFS, CRUNCH & RINGS | POPCORN | PORK RINDS | PLANOGRAMS

## BEST PRACTICE PLANOGRAM 3ft. Convenience Store





MENU | POTATO CHIPS | TORTILLA & CORN | PUFFS, CRUNCH & RINGS | POPCORN | PORK RINDS | PLANOGRAMS

## BEST PRACTICE PLANOGRAM

4ft. Inline



SHELF 5 8.5/8 oz



SHELF 4 3oz



SHELF 3



SHELF 2



SHELF 1



MENU | POTATO CHIPS | TORTILLA & CORN | PUFFS, CRUNCH & CORN | POPCORN | PORK RINDS | PLANOGRAMS

## BEST PRACTICE PLANOGRAM

Case Pack 8ft. Inline

