

***For Immediate Release --***

Contact: Kyser Thompson, Chief StoryTeller  
New School: [kyser@lesserevil.com](mailto:kyser@lesserevil.com)  
Old School: 914-779-3000  
Or go to [lesserevil.com](http://lesserevil.com)



**LesserEvil SeaSalt Krinkle Sticks Awarded a “Best Snack in 2008” by  
SHAPE Magazine**

VILLAGE OF TUCKAHOE, N.Y. (June 2008) — LesserEvil, the snack food company that makes devilishly delicious, better-for-you snacks, announces that SHAPE Magazine selected its Classic SeaSalt Krinkle Sticks for a “Best Snack Award” in its July issue.

The SeaSalt Krinkle Sticks – all-natural, crunchy potato snacks that are baked and have 75 percent less fat than regular potato chips – were selected as one of SHAPE Magazine’s top five salty snacks in its “Salty Craving Category.”

According to the editors at SHAPE, the Krinkle Sticks are “dusted with white pepper, garlic powder, and sea salt, [they] are baked – not fried – to make them ultra crispy. Said one tester: ‘you get the satisfying snap of a potato chip and the fun shape of a French fry without all the extra grease.’”

To qualify, the snacks must meet certain nutritional criteria: contain 200 calories or less per serving, contain zero grams of trans-fatty acids and be low in saturated fat, have no more than 400 milligrams of sodium, and must offer nutritional extras (like portion-controlled packs, whole grains or additional vitamins or minerals).

SeaSalt Krinkle Sticks have 110 calories, zero trans and saturated fats, 230 milligrams of sodium, and two and a half grams of fat per serving (one ounce or 28 grams).

“For us, it’s all about creating better-for-you, delicious snacks that people love eating,” says Michael Sands, Founder and CEO. “It’s quite a thrill to have the folks at SHAPE Magazine recognize this and award our Krinkle Sticks with their Best Snack Award.”

LesserEvil’s SeaSalt Krinkle Sticks are available now nationally at Whole Foods Markets, Safeway Stores, Wegmans, A&P, Loblaws in Canada, other major regional grocery chains and [www.lesserevil.com](http://www.lesserevil.com) (the Snackcident Prevention HQ).

###

To get your evil hands on LesserEvil Snacks and/or to request snack samples, images, nutritional info, or a visit from the Snackcident Prevention Team, contact Kyser Thompson at 914-779-3000 x 116 or [kyser@lesserevil.com](mailto:kyser@lesserevil.com).

**About LesserEvil Brand Snack Co:** LesserEvil’s mission is to create better-for-you, gourmet snacks with real ingredients and superb taste. In 2004, the snack food company introduced its All Natural Kettle Corn line, now the #1 selling popcorn brand in the Natural Retail Channel. In Spring 2007, LesserEvil launched its line of Krinkle Sticks, all natural potato snacks that are baked, not fried. LesserEvil Snacks are lower in fat; all natural; free of trans fats, preservatives, and anything artificial; and gluten free. LesserEvil is based in the Village of Tuckahoe, NY. For more information visit [lesserevil.com](http://lesserevil.com) or call 914-779-3000.