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Company**

# Press Release

## Saratoga Specialties Company is “Growing Green”.

### Saratoga Specialties Company has just received FDA certification to use the latest packaging technology to improve quality, reduce waste, and preserve the environment.

Saratoga Springs, New York, (September 23, 2009): Saratoga Specialties Company is pleased to announce that they have just received FDA certification to use an inert (nitrogen) gas flush system to dramatically extend the shelf life of their hand crafted **Moon Brand Original Saratoga Chips™** while reducing waste and their impact on the environment.

“This process is just another step along the path of our pledge to continually improve our product, service and quality”, said Dan Jameson, of Saratoga Specialties Company. “While the new equipment, certification, and process of implementation of this state of the art Nitrogen Flush System (NFS) can be difficult to navigate and a bit costly, we believe the return on investment for our retailers, our customers, and most importantly, our environment will be well worth our effort and expense.”

What is NFS? The NFS is a fairly complex system now used on the **Moon Brand Saratoga Chip™** manufacturing line. This equipment sits inline after the hand tended cooking kettle and filling system and just before the sealing machine. As the full bag of **Moon Brand Saratoga Chips™** progresses down the line it is flooded with fresh food grade nitrogen and then immediately sealed. Nitrogen is a completely safe, inert gas. In fact about 78% of the air we breathe is nitrogen. As a pure gas, nitrogen is much heavier than air. As the nitrogen is “poured” in the bags all the oxygen is forced out. “Imagine holding an empty glass under a faucet”, explained Paul Tator, of Saratoga Specialties “when you turn the water on, the glass fills with water forcing all the air that was in that glass out. Just as human life requires oxygen to exist, so do the processes that break down food. If you remove the oxygen, you halt the process of degradation.” As an antimicrobial food grade nitrogen prevents the growth of mold, yeast, and bacteria. As a lipid antioxidant it suppresses the reaction you get when food is combined with oxygen. The nitrogen flushed bags have about 0.015 atmospheres (2 ppm O<sup>2</sup>) and that is simply not enough to support the processes that naturally cause food to break down.

This amazing technology is growing in popularity in the “Green Movement”. Everyday about 20% of the chips you see on the shelves will pass their “best by” date code. They are pulled from the shelves, and disposed of. Some of the product is donated, but the lion share makes its way uneaten to the landfills. The NFS allows Saratoga Specialties Company to have a 6 month shelf stable “Best by” date. This is nearly *DOUBLE* the lifecycle of other mainstream chip manufactures. “I think the main reason the big guys don’t do it is the expense involved. It is an extra step, the equipment is not cheap, and it does add to production time,” Jameson explained. “For us though, we are giving our customer a high quality, hand tended, fresh flavorful chip that will stay fresh much longer than the “other guys”. It gives our retailers a much longer shelf life (fewer stock/credit rotations). And finally and most importantly, this process will drive our “waste” percentage to *LESS* than 3% thereby reducing our businesses impact on the environment while improving our overall efficiency”. “I love the irony of using state of the art, cutting edge technology to improve our classic, vintage product,” Tator added.

This development is just one of a series of steps Saratoga Specialties Company is taking to ensure that we will be a strong, ecologically responsible corporate citizen now and in the future.

Saratoga Specialties Company has reintroduced the **Moon Brand Original Saratoga Chips™** in a reproduction of the original packaging from 1853 found at the Saratoga Springs History Museum. The Saratoga Chips are hand crafted in individual batches by gourmet artisans just as they were originally. **Moon’s Brand Original Saratoga Chips™** come in both a 9oz family size and a 1.5oz single serving.

For further information and an up to date list of the more than 120 retail locations, please visit [www.originalsaratogachips.com](http://www.originalsaratogachips.com).

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