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Arico Introduces Cassava Chips to U.S.

Cassava Chips a Healthy Alternative to Potato Chips

Beaverton, Ore. – Jan. 19, 2008 – Arico Natural Foods has made Cassava Chips, an international snack food favorite, available in the U.S. for the first time. The health-minded company is launching its newest product in four flavors: Original, Sea Salt Mist, Barbecue Bliss and Ginger on Fire. Whole Foods Markets is carrying Arico's Cassava Chips in its 196 U.S. stores. Additional retail outlets will soon be added to Arico's distribution.

Cassava Chips – A Healthy Potato Chip Alternative

Arico's Cassava Chips, available in five ounce bags, have 30 percent less fat than potato chips, more fiber, contain no cholesterol and are seasoned with all-natural seasonings. As with all Arico products, the Cassava Chips are free of gluten, dairy and trans-fat. Gluten free diets have been shown to positively impact autism, diabetes, ADD and other conditions.

“We believe that Cassava Chips can provide a healthier alternative to potato chips in the snack market,” said Angela Ichwan, CEO of Arico Natural Foods. “The chips are not only a great product for people on a restricted diet, but are also a very practical snack alternative for anyone to enjoy.”

The thinly sliced, crispy, and crunchy chips are made from cassava roots, which are extensively grown in tropical and sub-tropical regions of the world like Brazil, where they originated, and Africa. The cassava roots are rich in starch and contain twice as much dietary fiber as potatoes. Cassava roots are often considered a popular replacement for potatoes in countries where they are grown as a staple crop.

As part of the Cassava Chip product launch, Arico has teamed with American Forests, an organization that has been planting trees around the world for the past 18 years in order to recreate the balance between human existence and nature. Arico has agreed to plant a tree for every new store that carries Arico's Cassava Chips. Since the new product will be carried in all Whole Foods Markets, Arico will be planting at least 196 trees this fall on the Island of Sumatra for the habitat preservation of the endangered Orangutan.

About Arico Natural Foods

Arico Natural Foods co-founders Angela Ichwan and Hermanto Hidajat founded the company in Beaverton, Ore., in 2004, and launched their first line of four gluten- and dairy-free cookie bars in 2005. Since then, Arico has launched a line of cookie packs and two more cookie flavors, as well as a line of all-natural cassava chips. Like their original cookie bars, all of Arico products are gluten and dairy-free. Inspired by Angela's nine-year-old niece Ella, Arico is dedicated to promoting "Mindful Snacking" with products that are safe, healthy, and delicious for those on a restricted diet. Arico prides itself on understanding people with restrictive dietary needs, and is meeting those needs by starting with gluten- and dairy-free snacks. In 2007, Arico became the first carbon neutral gluten-free company in the US. For more information, visit Arico's Web site at www.aricofoods.com.

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