

# Krunchers!

I Imagine Studio was commissioned to develop the new Brand Architecture that repositioned Krunchers! as a premium, bold flavor & texture chip that appeals to adults with a sophisticated palate, disposable income and a desire for more than the average flat chip. We created new collateral and sales materials to support the movement of Krunchers! into new markets nationwide.

**Fresh taste  
never sounded  
so great!**



# Krunchers!

KETTLE COOKED  
POTATO CHIP

Original

Sweet  
Hawaiian  
Onion

Jalapeno

Mesquite  
Bar-B-Que

Sea Salt &  
Cracked Pepper



SPICY FRESH  
SALSA

GUACAMOLE

Spicy  
FOUR  
CHEESE

FLAVOR INFUSED  
TORTILLA CHIP