



**CKBA Members:**

I hope you had a great Winter, looking forward to the busy Summer time ahead! Talk to you all again in the Fall.

Here are a few of the upcoming innovation SKU's that will be available from Frito-Lay:

**JULY**

**AUGUST**



SMARTFOOD CARAMEL 180g  
LAYS SWISS CHALET 66g

LAYS FLAVORS OF THE WORLD  
SIZZLING SZECHUAN 66g & 170g  
PAPRIKA & SWEET ONION 66g & 170g

Innovation and marketing will be supported with the following calendar:

June 18<sup>th</sup> –  
July 15<sup>th</sup>



2/\$7.00

July 16<sup>th</sup> –  
August 12<sup>th</sup>



2/\$6.00

August 13<sup>th</sup> –  
September 9<sup>th</sup>



2/\$6.00