



Here are a few little-known facts about Doritos...

- Doritos® tortilla chips were invented in 1960, and first launched in 1966
 - In 1983, Doritos® launched its first advertising campaign, with the tagline: “Taste as good as they crunch”
 - In 2008, for the first time ever, Doritos mixed two flavours in one bag with the introduction of Doritos Collisions - Hot Wings & Blue Cheese!
 - The word “Doritos®” is Spanish for “little bits of gold”
 - The most popular Doritos flavour in Canada is Nacho Cheese
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- There are currently 10 different flavours of Doritos® available in Canada:
 - Bold BBQ
 - Collisions™ - Habanero & Guacamole
 - Cool Ranch
 - Jalapeño & Cheddar
 - Nacho Cheese
 - Spicy Nacho
 - Sweet Chili Heat!®
 - Scream Cheese™
 - Zesty Cheese
 - Unidentified Flavour II
 - Doritos® tortilla chips are packaged in many different sizes, ranging from 16 g to 500 g, but the most popular size is the 250g bag – perfect for sharing!

About Frito Lay Canada and PepsiCo:

Frito Lay Canada is a member of the PepsiCo, Inc. family of companies and is Canada’s largest snack food company. PepsiCo’s businesses in Canada are organized into two business units. PepsiCo Foods Canada includes Frito Lay Canada and the Quaker Foods & Snacks business. PepsiCo Beverages Canada includes Pepsi-Cola Canada, Gatorade and Tropicana. For more information, please visit www.pepsico.ca.

PepsiCo offers the world’s largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generate more than \$1 billion in annual retail sales. The main businesses – Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade – also make hundreds of other nourishing, tasty foods and drinks that bring joy to consumers in over 200 countries, including Canada. For more information, please visit www.pepsico.com.

For more information, to view submissions, and full contest rules, please visit www.doritosviralocity.ca.

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