

## Good Chip. Why Didn't I think Of That?

- by Ramón Bannister

I went grocery shopping recently and told my wife while in the store, "You know, I want a snack, but I want it to be tasty and healthy at the same time." She recommended peanuts without salt, a snack I often get and enjoy. But that day I wanted something more exciting, like Cape Cod Potato Chips, without all the grease and guilt. So, I waited till I got almost to the last aisle, and lo' and behold I reached a shelf with healthy snacks. I was certainly in heaven as my eyes scanned the packaging. Then suddenly they came to a screeching halt. "Hmm, this looks good," I thought to myself. "Slick, simple packaging, aesthetically pleasing to the eye. The name Riceworks, suggesting maybe it's one of those somewhat-good-but-not-really rice snacks. And look, a picture of a chip and the flavor, parmesan and sundried tomato." I like sundried tomato. It's good on pizza, and it certainly goes well on chips, though I don't remember when I had eaten chips with sundried tomato. Still, it sounded good, so I bought a bag. I decided to buy an extra bag in a different flavor, salsa fresca.

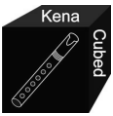
I opened the bag that same night, reached into the Parmesan and Sundried Tomato bag and began snacking on these chips. Five to ten minutes later, they were gone. They were so good that I ate them all in just a few minutes! Next day, I faced the same issue with the remaining bag. So, a couple days later I went back to the store and bought two more bags. This time one of them was the Baked Cinnamon flavor.

I'm not the first to review this product. According to the Riceworks website,<sup>1</sup> everyone from Health Magazine, Oprah, Rachel Ray, and even Consumer Reports have published reviews. However, I feel like more detail is needed to describe such an interesting snack.

When you first grab a chip it looks and feels like a corn tortilla chip, at least in shape and texture. But when you really look at the chip, it's a different color; the chip is somewhat red, probably from the sundried tomato powder listed in the ingredients. When you place a chip in your mouth to eat it, there is this flavor explosion right before you bite down. The flavor is parmesan heavy, and unfortunately covers up the sundried tomato taste that I expected. That's no downside, however, because you barely notice the absence of tomato as you chew and enjoy the intense essence from the cheese. It's like eating Doritos with twice the amount of flavor. It really knocked me backward as I gorged myself. And why not? The chips contain no preservatives, artificial flavors, wheat or gluten. And they're made out of brown rice, a whole grain.

That's right - there are actual brown rice pieces on the chips that you can see with your own eyes. The packaging invites the consumer to "hold one up to the light and see for yourself." I'm a bit of a critical man when it comes to marketing claims that something is good for you. So, you better believe that I held multiple chips up to the light. I felt like a bank teller holding up a \$100 bill to see if it's real. It's real alright. Every chip, even broken chips, had brown rice on them! Why didn't I think of that?!

The bags are individually sized, but at 5.5oz, they pack more chips than your typical individual bag. The one downside is that although they are healthy and marketed as such, the parmesan and



sundried tomato chips are slightly heavy on salt. Each serving size of 1oz (about 10 chips), carries with it 8% of your daily recommended value of sodium, or 200mg. Multiply that by 5 servings per container, and I'm talking about 40% of the daily recommended sodium intake in ten minutes. That's a lot of salt. With that said, I really don't want to look at the nutrition information on regular potato chips, because it's probably a lot more.

So, as I was saying, eating them is the whole point. And when I ate them I noticed a crunch unlike regular potato chips. You see, Cape Cod Chips found a way to make their chips crunchy. That's why I like them. And Riceworks Chips are even better! Not that I'll give up Cape Cod Chips, or regular tortilla chips with salsa. But these new chips had what I would call a "smooth pop," reminiscent of cooked brown rice or Arborio rice. The firm crunch is combined with a grainy feel inside your mouth, like you're eating something significant. I could actually feel the whole grain rolling around and cycling between the top of my mouth and the taste buds on my tongue. Strangely, the flavor lasts from the time you put the chip into your mouth to the time you swallow it. This is contrary to most potato chips, which lose their flavor rather quickly. (Try it with both. You'll see what I mean.) This meant that the Riceworks chips were quite addictive, and led to me eating the entire bag in five to ten minutes.

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<sup>1</sup> <http://www.riceworks.com>