

road test
POTATO CHIPS

CRUNCH TIME! REAL SIMPLE TESTERS DUG INTO 233 BAGS OF CHIPS—FROM REGULAR TO (REASONABLY) HEALTHY TO ONE-OF-A-KIND—AND FOUND 21 WELL WORTH THEIR SALT.



BEST ORIGINAL
Lay's Kettle Cooked Original
 Thick-cut and extra crunchy, these picnic must-haves are basic but not boring.
TO BUY: \$3.30 for 8.5 ounces.

BEST CRINKLE-CUT
Ruffles Original
 It's no surprise that this iconic, dip-gripping favorite has been the life of the party since 1958.
TO BUY: \$4 for 10 ounces.



BEST BARBECUE
Lay's Kettle Cooked Mesquite BBQ
 Not too smoky, not too sweet, this winner comes alive with paprika, garlic, and sugar.
TO BUY: \$3.30 for 8.5 ounces.

BEST SALT AND VINEGAR
Dirty Sea Salt & Vinegar
 Pucker up: These intensely tangy snacks pack a powerful kick that lingers.
TO BUY: \$2.50 for 5.5 ounces.



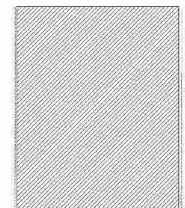
BEST SALT AND PEPPER
Dirty Cracked Pepper & Sea Salt
 A crisp texture and a piquant flavor make these rounds a hit.
TO BUY: \$2.50 for 5.5 ounces.

BEST JALAPEÑO
Deep River Zesty Jalapeño
 Not for the faint of heart, this fiery winner demands to be paired with a frosty margarita.
TO BUY: \$3 for 5 ounces.



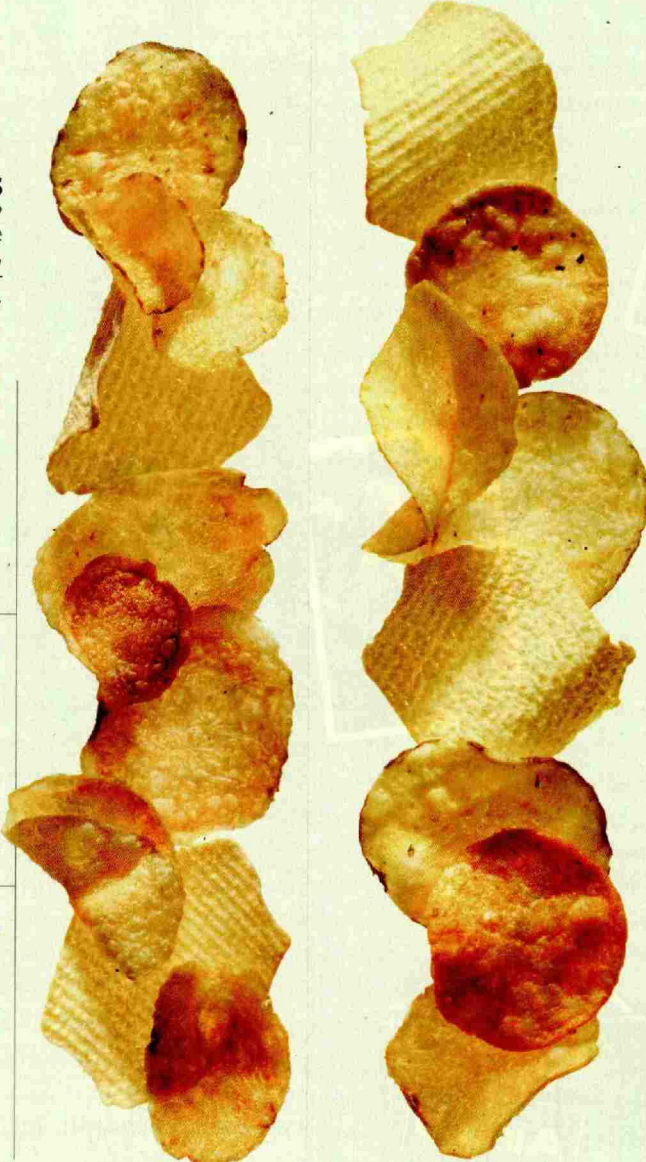
BEST CHEESE
Kettle New York Cheddar With Herbs
 Cheddar, Romano, Parmesan, and butter all in one bold blend? Yes, please.
TO BUY: \$2.90 for 5 ounces.

BEST SOUR CREAM AND ONION
Cape Cod Sour Cream and Green Onion
 Skip the dip and opt for this addictive pick.
TO BUY: \$3.50 for 8 ounces.



HEALTHIER CHIPS

Munching with less guilt? It can be done. These seven picks offer less fat, sodium, or calories—without sacrificing taste.



BEST PLAIN

Ruffles Baked!

A pretty good doppelgänger for the original, these have just 30 percent of the fat—meaning no greasy fingers.
TO BUY: \$3.80 for 10 ounces.



BEST REDUCED FAT

Trader Joe's Reduced Guilt

These delicate, golden spuds have a third less fat and 10 percent less sodium than standard chips.
TO BUY: \$2 for 7 ounces.



BEST LIGHTLY SALTED

Boulder Canyon 50% Reduced Salt

Rich potato flavor makes up for the small amount of sodium (less than half of what's in standard chips).
TO BUY: \$3 for 5 ounces.



BEST BARBECUE

Popchips Barbecue

Light and puffy, these air-popped (not baked) wafers boast a robust, smoky taste.
TO BUY: \$3 for 3 ounces.



BEST CHEESE

Kettle Baked Aged White Cheddar

Buttermilk and sharp Cheddar marry well in these tangy crowd-pleasers.
TO BUY: \$3.80 for 4 ounces.



BEST SALT AND PEPPER

Popchips Salt & Pepper

Onion and garlic boost the peppery kick of these crackly disks.
TO BUY: \$3 for 3 ounces.



BEST SALT AND VINEGAR

Kettle Baked Sea Salt & Vinegar

With flecks of potato skins on the edges, these thick, hand-cut rounds pack a zing.
TO BUY: \$3.80 for 4 ounces.

