

EXHBIT A

Chip Review

We really know our chip!

REVIEW: The Billy Goat Chip Company – Potato Chips

JUNE 25, 2012~~MARCH 8, 2015~~ / DUTHOW

Rating: ©©©©-1/4 chips (*lip-smacking*)

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<https://chipreview.files.wordpress.com/2012/06/the-billy-goat-chip-company-potato-chips-e1340555243322.jpg>

Comments:

Here at Chip Review we are really happy when we find a restaurant that makes their own chips, and even happier when those chips are well made. According to The Billy Goat Chip Company they began as a gastro pub of the same name a decade ago in St. Louis, Missouri. The potato chips were served from day one and quickly became a signature item. The popularity and demand for the tasty treats helped direct their path towards forming the chip company in 2009, and they have been in production ever since.

If we ordered these chips at a restaurant, we would be more than satisfied with them. Most restaurants do not make their own chips, and if they do, they are rarely anything to write

home about. So, for a pub to create such a high-quality product that it warrants “mass producing” them, you know they are something exceptional.

We had high hopes for these chips, and although they didn’t completely blow us away, we have to say right away that we really value the craftsmanship and care that goes into the product. From the packaging and design, to the chip::bag ratio and the freshness, these chips scream high quality artisan!

More than any other chip to memory these chips smell like fresh fried potatoes – like fresh cut french fries actually. The chips themselves were a just bit too oily for our liking, but still very crunchy. We were surprised by the seasoning on these chips – we initially thought we were about to enjoy some plain/original potato chips sprinkled with salt. Well, as it turns out these chips are actually sporadically seasoned with garlic, onion, sugar and some mixture of spices. The flavor combination is tasty and well balanced, but many of the chips in our bag were not very well coated with the seasoning.

If you ever find yourself in the St. Louis area make sure to keep your eyes out for these chips; they’re definitely a better choice than most of what we find out there.

As always, these are our thoughts, we would love to hear what you think. Agree or disagree, let us know.

Chips provided to Chip Review by The Billy Goat Chip Company for review

Chip Ratings Scale:

(1/4 increments)

© – *return to sender*

©© – *tolerable*

©©© – *notable*

©©©© – *lip-smacking*

©©©©© – *“A” list*

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