

A TRUE SYMBOL  
OF ITALIAN QUALITY,  
PASSION AND  
PIONEERING SPIRIT,  
**FOR MORE**  
THAN 80 YEARS



SINCE 1936  
**SAN  
CARLO**  
*la***VITA è BUONA**

THE ITALIAN  
LOVE BRAND  
OF CHIPS

THE BEST POTATOES  
SELECTION,  
PACKAGED IN  
PROTECTIVE  
ATMOSPHERE TO  
**KEEP THE PRODUCT**  
ALWAYS FRESH



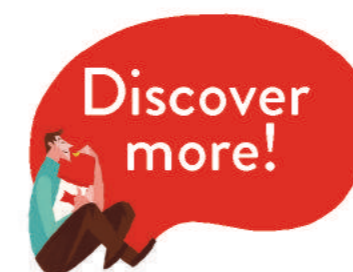
A TASTEFUL TRIP  
THROUGH  
THE MOST ICONIC  
ITALIAN CITIES  
AND  
INGREDIENTS



SINCE 1936  
**SAN  
CARLO**  
*la***VITA è BUONA**

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[www.sancarlo.com](http://www.sancarlo.com)



SINCE 1936  
**SAN  
CARLO**  
*la***VITA è BUONA**



SAN CARLO,  
THE ITALIAN CHIPS  
BORN IN MILAN,  
TURN MOMENTS  
OF SNACKING INTO  
**A PREMIUM ITALIAN**  
EXPERIENCE OF TASTE

LIFE IS ALWAYS  
GOOD WITH  
SAN CARLO:  
MADE IN ITALY  
WITH TASTE  
AND JOY

*la***VITA**  
*è***BUONA**



WITH A SINGLE BITE,  
**SAN CARLO**  
BRINGS YOU TO ITALY

# la VITA è BUONA



**LIFE IS GOOD** - speaks to the **Italian way of living life;**  
a life made of simplicity and filled with joy.  
A single bite of San Carlo is a tasteful trip through the most  
**iconic Italian cities** and sensational Italian flavours.

Since **1936** San Carlo is in the heart of Italians by using only  
selected ingredients and following traditional recipes which bring  
out the country's finest tastes.  
A long lasting **family run business** selling in more than  
30 countries with a unique premium brand concept and  
amazing flavours.

Since **1936**  
Family owned business

**60%**  
Market share  
in Italy

**1 Million**  
Bags produced daily

**10 Million**  
Families reached



With a single bite San Carlo  
brings you to Italy

## THE ITALIAN ORIGINAL CHIPS



180gr - 50gr



180gr - 50gr



175gr - 50gr



150gr - 40gr

### Classic Potato Chips

Carefully selected quality potato slices, made irresistible with just a sprinkle of salt!

CODES	DESCRIPTION	EAN BAG 8003130	EAN BOX 8003130	PALLETISATION plt 80 x 120			SHELF LIFE
				ct. layer	N. layer	Ct. pallets	
247402	CLASSIC GR 180X16	120671	164743	4	8	32	365
304815	CLASSIC GR 50X20	129506	160486	8	8	64	365

### Wavy Potato Chips

Wavy chips are thick and crinkled to fulfil any crunch craving, and they're perfect as a base for your own gourmet creations.

CODES	DESCRIPTION	EAN BAG 8003130	EAN BOX 8003130	PALLETISATION plt 80 x 120			SHELF LIFE
				ct. layer	N. layer	Ct. pallets	
248502	WAVY GR 180X16	120718	164859	4	8	32	365
305215	WAVY GR 50X20	129544	160523	8	8	64	365

### Potato Sticks

Plain and crunchy in a different way! Potato Sticks are small in size but big in flavour, delighting you with their tiny bites.

CODES	DESCRIPTION	EAN BAG 8003130	EAN BOX 8003130	PALLETISATION plt 80 x 120			SHELF LIFE
				ct. layer	N. layer	Ct. pallets	
8640	POTATO STICKS GR 175X20	186400	166402	4	8	32	365
8641	POTATO STICKS GR 50X40	186417	166419	6	11	66	365

### Kettle Cooked Potato Chips

Crafted with love, the Kettle Cooked chips are San Carlo's most traditional recipe for a crispy and crunchy bite!

CODES	DESCRIPTION	EAN BAG 8003130	EAN BOX 8003130	PALLETISATION plt 80 x 120			SHELF LIFE
				ct. layer	N. layer	Ct. pallets	
426950	KETTLE COOKED GR 150X20	142260	162695	4	8	32	365
433950	KETTLE COOKED GR 40X32	143229	163395	8	8	64	365

### LOADING DATA

PALLET 80X120 50gr 150/180gr	CONTAINER 20"	CONTAINER 40 HC	FULL TRACK
	616 cartons 308 cartons	1536 cartons 800 cartons	2112 cartons 1056 cartons
LOOSE CARTON 50gr 150/180gr	CONTAINER 20"	CONTAINER 40 HC	
	850 cartons 370 cartons	1900 cartons 870 cartons	

## THE PREMIUM TASTE EXPERIENCE OF SAN CARLO ITALIAN FLAVOURED CHIPS



150gr - 50gr



150gr - 50gr



150gr - 50gr



150gr - 50gr



150gr - 50gr

New

### Pesto Flavour Potato Chips

Enjoy the best known Italian raw sauce in the world paired with the highest quality potato chips. Discover the Pesto flavour: for an unforgettable Italian experience of taste.

CODES	DESCRIPTION	EAN BAG 8003130	EAN BOX 8003130	PALLETISATION plt 80 x 120			SHELF LIFE
				ct. layer	N. layer	Ct. pallets	
8619	PESTO GR 150X16	186196	166198	4	8	32	365
8669	PESTO GR 50X20	186691	166693	8	8	64	365

### Tomato Flavour Potato Chips

The tomato is the must have ingredient of the Italian cuisine: try the San Carlo chips that taste like the sunshine of Italy.

CODES	DESCRIPTION	EAN BAG 8003130	EAN BOX 8003130	PALLETISATION plt 80 x 120			SHELF LIFE
				ct. layer	N. layer	Ct. pallets	
411202	TOMATO GR 150X16	141126	161124	4	8	32	365
8621	TOMATO GR 50X20	186219	166211	8	8	64	365

### Lime & Pink Pepper Flavour Potato Chips

San Carlo Lime and Pink Pepper is an explosion of zesty lime and delicate pink pepper satisfying every single taste bud.

CODES	DESCRIPTION	EAN BAG 8003130	EAN BOX 8003130	PALLETISATION plt 80 x 120			SHELF LIFE
				ct. layer	N. layer	Ct. pallets	
411302	LIME & PINK PEPPER GR 150X16	141133	161131	4	8	32	365
8622	LIME & PINK PEPPER GR 50X20	186226	166228	8	8	64	365

### Paprika Flavour Potato Chips

An Italian journey into the spicy world of paprika: the sweet flavour you could never have enough of.

CODES	DESCRIPTION	EAN BAG 8003130	EAN BOX 8003130	PALLETISATION plt 80 x 120			SHELF LIFE
				ct. layer	N. layer	Ct. pallets	
411102	PAPRIKA GR 150X16	141119	161117	4	8	32	365
8620	PAPRIKA GR 50X20	186202	166204	8	8	64	365

### Mint & Chili Pepper Flavour Potato Chips

Lose yourself in the unexpected mix of spice and zest that makes San Carlo Mint and Chili Pepper totally irresistible.

CODES	DESCRIPTION	EAN BAG 8003130	EAN BOX 8003130	PALLETISATION plt 80 x 120			SHELF LIFE
				ct. layer	N. layer	Ct. pallets	
4276	MINT & CHILI GR 150X16	127922	162763	4	8	32	365
8623	MINT & CHILI GR 50X20	186233	166235	8	8	64	365

All San Carlo products are: **GLUTEN FREE** **NO COLOURS** **NO PRESERVATIVES**

## POS MATERIALS



### FLOOR DISPLAY

Modular display (3 to 5 shelves for big and small potato chips bags)  
to show the full range and theaterize Hyper and Supermarkets.



### SAMPLING TABLE

A must-have tool to use for all free sampling and tasting  
activities.



### SHELF READY CARTON

Solid and stackable carton with a tear-off system to be used in  
stores as a display.



### CLIPSTRIP

To multiply the buying opportunities away from the dedicated  
shelves.