



Frito Lay Canada Gluten-Free Packaging Change – February 2017

1. Why do some Frito Lay Canada products carry the CCA logo while others have the words Gluten Free?

Throughout 2017 and 2018, some Frito Lay Canada products are transitioning from the Canadian Celiac Association's (CCA) gluten-free certification program (GFCP) logo to a gluten-free icon or written gluten-free claim. The manufacturing plants for those products carrying the CCA/GFCP logo are certified in the Gluten Free Certification Program. Regardless of the label format change, all products that include a gluten-free claim meet Frito Lay Canada's strict gluten-free manufacturing standards and testing protocols.

2. Are there any changes to the formulations and/or manufacturing processes for the products with the proprietary gluten-free icon?

No, Frito Lay Canada is proud of its gluten-free manufacturing standards and testing protocols. We take the quality and safety of our products very seriously and consumers can rest assured that the only change is the label on pack, and all products that carry a gluten-free claim meet Frito Lay Canada's strict gluten-free manufacturing standards and testing protocols.

3. Which Frito Lay Canada products/brands will continue to carry the CCA/GFCP logo?

- Simply Tostitos Blue Corn Tortilla Chips
- Simply Tostitos Yellow Corn Tortilla Chips
- Simply Tostitos Scoops Organic Tortilla Chips
- Smartfood Delight White Cheddar
- Smartfood Delight Sea Salt
- Smartfood Delight Salted Caramel

4. Which Frito Lay Canada products/brands will carry the new gluten-free claim?

Throughout 2017 and 2018, Doritos, Ruffles, Tostitos Miss Vickie's, and Lay's snacks will all transition to a new gluten-free icon. It will take several months to complete the transition for each product as current packaging sells through and the new packaging moves through the company and its customer's supply chains. Consumers can rest assured that the only change is the label on pack, and all products that carry a gluten-free claim meet Frito Lay Canada's strict gluten-free manufacturing standards and testing protocols.

5. How can I tell if a Frito Lay Canada product is gluten-free?

Frito Lay Canada is committed to meeting the needs of its consumers who are avoiding gluten in their diets by clearly marking qualifying products as gluten-free underneath the ingredients list on pack. Some products carry a gluten-free logo or written claim, while others carry the CCA/GFCP logo. Consumers are urged to read every product label, every time to ensure they are making informed purchase decisions.

6. Why did you make this change? Do you no longer meet the program standards?

All products that continue to carry the GFCP logo will be produced under CCA's program requirements and standards. Products using the new logo or written claim will be produced under a unified food safety standard that includes equivalent controls. Packaging is changed based on various factors including supply chain considerations and messages that consumers are interested in about our products. This change is in line with other changes made in on-package communications from time to time.

7. Are the products now made on shared lines?

Frito Lay Canada's gluten-free products continue to be produced under the same manufacturing processes and lines as they were previously. The production lines, manufacturing process and safety standards have not been change or compromised with the change of the gluten-free declaration format.