



Press Release

Tarnowo Podgórne, 23.03.2026

## **Good Food Products launches Dots!**

**– an air-popped corn snack with chip-like crunch, 70% less fat and no MSG**

Good Food Products S.A., a leading European producer of rice and corn cakes and better-for-you snacks, has launched **Dots!**, a new air-popped corn snack that delivers a chip-like crunch with around **70% less fat** than traditional potato chips. The product was launched in **March 2026** in **Lidl Polska**, marking the first retail rollout of this new snack concept.

Designed for today's consumers who want both flavour and lighter ingredients, Dots! combines bold taste, a crispy texture and a cleaner label in one modern snacking format. The product is **air-popped, not fried**, contains **no MSG**, and is **gluten free**.

“Consumers no longer want to choose between health and pleasure,” says the Good Food Products NPD team. “With Dots!, we wanted to create a snack that offers the satisfying, chip-like experience people love, but in a lighter and more modern form. It is a response to growing demand for better-for-you products that still deliver on taste, texture and enjoyment.”

### **A modern answer to snacking trends**

Dots! is made using **hot air technology instead of frying**, with heat and pressure creating its light, ultra-crispy structure. This production method allows Good Food Products to deliver a snack with a short and transparent ingredient list, while maintaining the indulgent character consumers expect from savoury snacking.

Each piece is thin, crunchy and highly snackable, offering a satisfying bite that works well for sharing, on-the-go consumption or as a lighter alternative to classic chips.

Per 30 g serving, Dots! contains only **2.5 g of fat**, compared to around **9 g** in standard potato chips. This makes it a strong option for retailers looking to expand their better-for-you offer with products that combine everyday appeal with a more health-conscious profile.





### **Launched in two flavours, with more to come**

The first market launch includes two corn-based flavours:

- Cheese Glow
- Ketchup Kiss

Dots! is also being developed further as a broader snack platform. Upcoming extensions will include two **high-protein variants** based on a protein-rich recipe rather than corn:

- Smoky Bacon
- Hot Sour Garlic

The new protein-based variants will contain **29 g of protein per 100 g**, expanding the brand into the fast-growing functional snacking segment.

### **A scalable platform for retail and private label**

Dots! is not only a branded product launch, but also a scalable innovation platform with strong private label potential. The concept can be adapted to different flavour profiles, nutritional propositions and packaging formats, giving retailers flexibility in how they build out their snack assortment.

The platform is designed for retail partners looking for:

- faster innovation,
- differentiated snack concepts,
- flexible implementation,
- and solutions aligned with evolving shopper expectations.

### **Supporting growth in the savoury snack category**

With consumers increasingly looking for snacks that balance indulgence with better ingredients, Dots! fits into one of the most dynamic areas of the market. Corn-based savoury snacks continue to gain relevance, supported by flavour innovation, demand for lighter formats and growing interest in better-for-you alternatives.

By combining chip-style crunch, bold taste and a lighter nutritional profile, Dots! gives retailers an opportunity to refresh the category with a product that is both contemporary and commercially relevant.





With the March launch in Lidl Polska, Good Food Products continues to strengthen its position in the better-for-you snack space, building on its expertise in air-popped technologies and scalable product development for both branded and private label markets.

### About Good Food Products S.A.

Good Food Products S.A. is one of Europe's leading manufacturers of rice and corn cakes, protein snacks and air-popped innovations that combine health and taste in one crunchy bite. With more than 35 years of experience and exports to over 30 markets, the company supplies major retail chains under both the Good Food brand and private label partnerships.

Its portfolio includes products across some of the fastest-growing snack segments, from air-popped savoury snacks to high-protein and gluten-free innovations, reflecting the company's mission to deliver better-for-you indulgence to every shelf.

Learn more at: [www.goodfood.pl](http://www.goodfood.pl)

