

March 20, 2009

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Tyler Hill won \$1000 and a huge supply of Samboy chips from his Facebook site

An old favourite makes comeback

Samboy chips is back in Australian hands and by popular demand so are some of the good old flavours. By Isis Symes

THEY'RE back. After more than five years of being off the supermarket shelves and thousands of messages of hope from mad-keen crisp addicts, Samboy is back with the atomic tomato chips.

In the 1960s, a Queensland company started distributing Samboy chips to our Aussie bellies to great success.

But in 2003-2004, Arnotts made a decision that ultimately devastated Samboy lovers Australia-wide — they discontinued almost every flavour (except barbecue and salt and vinegar) including the popular favourite atomic tomato citing poor sales as the reason.

As a result, radio stations, Facebook groups and other passionate members of the community campaigned to bring back the adored potato snack and finally their persistence has paid off.

Arnotts sold-off Samboy to Snack Brands Australia and the new company has listened to the people.

Snack Brands Australia brand manager Phil Beringer said the privately owned Australian company knew what Aussies wanted and therefore delivered on it.

"Being back in Australian hands, we're interested in what Aussies

really want and we knew that there was a huge groundswell of people who wanted to see Samboy chips return," Phil said.

"We followed what happened on Facebook with all the groups forming to bring back Samboy, particularly the atomic tomato variety, and all the calls to our consumer contact line and even to radio stations, so we knew it was time," he said.

"Now they're back in a big way." Phil said the company had now brought back five of its flavours including original, chicken, atomic tomato, barbecue and salt and vinegar.

"We started re-introducing the chips around Christmas but it takes time for them to make their way around to every shop in the country. People are starting to see them at service stations, grocery stores and some are finding that as soon as they hit the shelves, they're gone again."

One of the many people who helped bring the popular brand of chips back to our stores is 22-year-old Gold Coast graphic designer Tyler Hill.

Tyler was one of the many saddened customers when the popular chips were abolished some five years ago.

"When I was in my earlier years of school I used to muster whatever

loose change I could find to buy a pack from the tuckshop," Tyler said.

"When the news that it was going to be discontinued came and the stock ended, the realisation hit that I was going to have to survive lunch time with just a soggy sandwich



Nathan Rockemer (also cover pic) with the comeback chip

and an apple. As you can imagine, I was pretty devastated, but show me a kid that wouldn't be," he said.

Tyler formed a Facebook group online that attracted nearly 8000 members to the 'SAMBOY IS BACK!!!!!!' page that ultimately won him a huge prize from Samboy.

"I won the Queensland State

Prize which was \$1000 and a huge supply of chips in all the flavours — atomic tomato, barbecue, salt and vinegar, chicken and original," Tyler said.

"Initially I suspected the group would be comprised of mostly young adults like myself, my friends and their friends and so on. But as the group became larger and grew past all of my size expectations, I started to see people of all ages in the members list. A number of comments left on the wall are from adults who have stories and memories of Samboy chips way before my time."

Tyler said he was quite excited when he heard the news that the atomic tomato chips had returned.

"I was pretty stoked and I wasn't the only one. After creating the Facebook group I became aware many other people were echoing my own excitement," he said.

"Since then, everybody just wants to know where they can buy them."

But he wouldn't reveal just how many packets he'd consumed since receiving the massive supply of crispy treats.

"I don't think I want to know, it could be an ugly amount. They are being used up pretty quickly though, especially on weekends as nibbles for parties, barbecues and big drinking nights," he said.

"I still don't think I've met someone who has tried them in my presence and not been impressed.

"It's definitely the taste — they have the atomic tomato flavour down to a fine art."

Townsville man John Ryan, better known as JR, 25, said he too was disappointed when the tomato flavoured chips were taken away.

"I was in around grade 10 and I used to eat them with the family just about every weekend," John said.

"I'll definitely be passing that tradition on now."

John, who is one of the many who has joined a 'bring back the atomic tomato samboy chips' Facebook group, said although he was ecstatic that the chips were back, he still hadn't had the chance to relive his childhood and chomp on his favourite snack.

"I'm pretty rapt that they're back but I haven't had a chance to have any because people keep buying them before I get to them."

• Savvy is giving two lucky readers the chance to win a case of Atomic Tomato chips each as well as a Samboy T-shirt value at a total of \$75. To enter, clip this page and send it to Savvy Samboy comp, PO Box 2030 by 5pm, Monday, March 30. Winners will be announced in the April 3 edition of Savvy.

