



[http://www.cityfood.com/EN/food/hardbite\\_potato\\_chips\\_\(new\\_products\)/](http://www.cityfood.com/EN/food/hardbite_potato_chips_(new_products)/)

## Hardbite Potato Chips (New Products)

WELL, BITE ME - EH?



Let me tell you, there is nothing that will provoke the gods faster than making a resolution to switch to a healthier, low-fat diet and actually managing to be successful at it for an entire 24 hours.

In my case, the gods got their big laugh when at the point where my computer, printer and the Telus customer service department had my frustration levels boiling off the scale, they used divine intervention to arrange for a box to be hand delivered to my door – a box containing 7 bags of potato chips.

Now I'm not the food writer in this town who happens to have a [potato chip fetish](#), that's **Mark Laba**, but at that point one has to reason that there is no point fighting the Cosmos and the only thing to do is to rip open the bags with one's teeth and inhale the contents. In other words, surrender.

Still I have to confess that while performing this act of spineless subjugation, the press kit that came with the bait was all the while assuring me that the shame of the downfall wasn't as bad as I'd thought.

For example, I didn't know that the **Hardbite Potato Chip** company is [based in Maple Ridge](#). That their potato seedlings plants were raised in the "pristine" Pemberton Valley and that the potatoes themselves were grown in Delta and Ladner, making the product a legal substance for anyone on a 100-mile diet. In fact, if I wanted to go national and wave the flag, according to the PR, Hardbite produces the only truly Canadian kettle-produced chips. Go Canucks, go!

Secondly, I wasn't aware that the company had invested in recyclable oil-shipping containers and that once the oil had been determined to be past use it was recycled to bio-fuel producers. Nor that the solutions used to steam clean the potato bins were biodegradable and that the potato ranches followed watershed friendly growing policies. Hence, by eating the chips, I was helping to save the environment.

Thirdly, even though the chips weren't exactly low-cal, I could take comfort in the fact that Hardbite had taken measures to protect my health by using all natural spices that had not been irradiated or bleached with chemicals. That the slow cooking process (below 300 degrees Fahrenheit) had kept the "good fats in and the trans fats out". That the Himalayan crystallized salt in the formula was so powerful they only needed to use half as much as they would have if more conventional salt had been used. And last but not least, that the company workers had followed the Good Manufacturing Practices by paying strict attention to personal hygiene.

So there you are. I never thought that potato chips could fall into the category of local, artisan food product, but if you also consider the fact that the chips are cooked in small batches in a slow-kettle process and bear the badges of honorable imperfection: irregular, wrinkled, bent shapes and uneven browning and colouration – they do!

Aside from all these virtues, the Hard Bite chips deliver a satisfying crunch and come in trendy flavours of Plain; Smokin' BBQ; Rock Salt & Vinegar; Jalapeno; Wild Onion & Yogurt; Honey Dijon; Cheddar and Roasted Onion; and the new Creamy Coconut & Curry Oriental.

But do they taste good? Well, I was tempted to lick the bags, but didn't. My dignity does have a point where it will toe a line in the rock salt, and the gods were not going to push me past it.

Hardbite Potato Chips sell for approximately \$1.19 for a 50g bag, or \$2.59 for a 150g bag and you can find them at **Capers** and other health, lifestyle and natural food stores.