



## Rose Sisters Chips Delights Consumers

This company takes a century-old recipe and turns it into a modern, versatile snacking must-have. Ann Rose discusses

by [Kayla Webb](#)

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Let's be real, a home-cooked meal will always hit harder than any other meal—and it's all because of the extra familial love infused into each bite! Rose Sisters Chips has taken this concept and ran with it—all the way to the snacks category, **reinvigorating snacking as a whole** with a few Rose family traditions and recipes.

Like many of today's specialty food innovators, Rose Sisters Chips has taken a **100-year-old, old-world bread recipe** and transformed it to capture the taste buds of new-world consumers. To learn more about this company and the sisters behind the name, I chatted with Ann Rose herself, the elder of the two Rose sisters.



Ann (left) and Paula (right), Co-Founders, Rose Sisters Chips

“My mom, Goldie, first created the recipe in her 20's, back in Russia/Poland, which was over 100 years ago. She originally made it with a special bread that isn't so common anymore, teaching my sister, Paula, and I to cook when we were in our late teens. Truth be told, we didn't have the patience to make the old-world bread, but we loved the taste and wanted to find a way to continue it,” Ann revealed to me. “After many years of experimenting, **we came up with something completely new** and fell in love with what is now our Rose Sisters Chips.”

While the recipe dates back to the early 1900s, Rose Sisters Chips didn't get its start as a company until last year.



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“The idea for the company didn't come about until after my husband and I had retired, actually. My youngest son Jonathan came to me and proposed the idea because so many of our friends and relatives loved the chips. It only seemed fair to share them with the world. The funny part is that Mom would have been completely mortified by all this attention,” Ann joked. “She was a very quiet lady who had no interest in the limelight. She wanted her cooking to be the **thread which brought people together for an evening of joy**. She would absolutely love the happiness the chips bring people today.”

Despite only being 10 months old, Rose Sisters Chips' products are already in **more than 1,000 retail locations across the United States**, racking up quite a consumer following thanks to their unique flavor and versatility. Ann described the snack as a chip, cracker, and flatbread all in one that is like no other snack on the market.



“Our chips fit into so many categories and are so versatile, which really makes them stand out of the crowd,” Ann continued. “The great thing about these chips, other than how amazing they taste, is **how many ways you can use them**. I personally love them in salads, but they go with anything from dips, pâté, tapenade, and cheeses to soups, omelets, and cream cheese and lox, overall bringing so much life to any meal. In fact, people send us emails to let us know how they are using the chips. It's incredible. Of course, we remind everyone of our family secret: Use all the crumbs at the bottom of the bag as breadcrumbs to bake onto fish, meatballs, or mac-and-cheese—life-changing!”



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Sounds like there are quite a few cross-merchandising opportunities for retailers to jump at with Rose Sisters Chips! A communal bond between generations for every occasion, Rose Sisters Chips are **available nationwide in select stores**. For more information on where to find this delicious snack, [check out Rose Sisters Chips' website](#).

For more deep dives into the histories, traditions, and families of the deli, dairy, bakery, and specialty food industry, stay right here with *Deli Market News*.

[Rose Sisters Chips](#)