

Chipoys sets European expansion with strategic partnership

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Strategically expanding into Europe with local production and innovative flavours



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Chipoys, a leader in the spicy snack market announced its expansion into the European market. Chipoys is deepening its partnership with Chef Sam and joining forces with Apex Group to localize production and distribution. This move marks a significant step in Chipoys' mission to bring its unique spicy rolled corn snacks to a broader audience, capitalizing on the growing trend for bold flavours in Europe.

Michael Berro, Co-Founder and CEO of Chipoys, said, "Our further expansion into Europe marks a pivotal moment in Chipoys' history. By expanding our collaboration with Chef Sam and establishing production in Spain with Apex, we are not just entering new markets but embedding ourselves within them. This approach allows us to respond dynamically to European tastes and preferences and reinforces our commitment to sustainability and community involvement."

Originating in Tijuana and achieving remarkable success in the United States, with sales reaching eight figures in just three years, Chipoys has carved out a distinctive niche with its unique taste and crunch. Based on the successful joint venture, Chipoys Europe, established with Chef Sam, Chipoys is now enhancing the brand's market strategy by partnering with Apex to localize production. This move builds on the solid foundation that Chipoys has with Chef Sam, who has been a critical partner in pioneering the brand across European markets.