



Better Made in Michigan: (American Palate)

By Karen Dybis

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For many, Detroit is the crunch capital of the world. More than forty local chip companies once fed the Motor City's never-ending appetite for salty snacks, including New Era, Everkrisp, Krun-Chee, Mello Crisp, Wolverine and Vita-Boy. Only Better Made remains. From the start, the brand was known for light, crisp chips that were near to perfection. Discover how Better Made came to be, how its chips are made and how competition has shaped the industry into what it is today. Bite into the flavorful history of Michigan's most iconic chip as author Karen Dybis explores how Detroit chipreneurs rose from garage-based businesses to become snack food royalty.

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Editorial Review

About the Author

Michigan native Karen Dybis is a metro Detroit writer who has blogged for Time magazine, worked the business desk at the Detroit News and jumped on breaking stories for publications including Corp! magazine, Detroit Unspun and Agence France-Presse newswire. She is the author of The Ford-Wyoming Drive-In: Cars, Candy & Canoodling in the Motor City. Karen's favorite Better Made flavor is the Garlic Dill Pickle Krinkle Cut potato chips.

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