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## **Chef Tim Creehan Aligns with Frito Lay to Launch Sensations**

**Destin, Florida (April 14, 2006)** –Tim Creehan, chef/owner, Beach Walk Crystal Beach in Destin, Florida aligns with Frito Lay North America to launch Lay's Sensations and Tostitos Sensations.

Chef Tim Creehan and Beach Walk Crystal Beach have accumulated numerous awards and accolades over the last decade including Florida Trend's Top 25 Restaurants Golden Spoon Award, DiRoNA (Distinguished Restaurants of North America), the Award of Excellence from Wine Spectator and Best of the Best Chef and Fine Dining by Emerald Coast Magazine. Creehan has also been referenced on the circuit as a Celebrity Chef with stars such as Amy Grant, Vince Gill, Cybil Shepherd and Jerry Jones, owner of the Dallas Cowboys, gracing his portfolio. Creehan's culinary style and marketing savvy has extended far beyond catering to dignitaries and masterminding culinary miracles in the restaurant industry into his own patented marinade and cookbooks. Creehan's culinary career has now launched his name into yet another avenue – potato chips.

On March 16, 2006, Frito-Lay announced the launch of a new line of snack chips, Lay's Sensations and Tostitos Sensations. Lay's Sensations and Tostitos Sensations, which are cooked in 100% corn oil and 100% sunflower seed oil

respectively, offer consumers a healthy alternative to other potato chips cooked in alternative oils. Frito Lay has married their most popular snack with distinct gourmet seasoning combinations which consumers today crave. According to Frito Lay, “New flavors of Lay’s Sensations potato chips will be available in Lime & Cracked Black Pepper flavor, a savory blend of citrus and bold pepper flavors, and Sweet Chili & Sour Cream flavor, a mix of “sweet heat” and the smooth taste of sour cream. The recipe for Tostitos Sensations Red Chile & Lime with Crushed Red Pepper flavored tortilla chips combines the bold flavors of red chili and red pepper with the cooling citrus taste of lime. Tostitos Sensations Southwestern Ranch with Black Peppercorn flavored tortilla chips combine a blend of creamy ranch and cumin with real bits black peppercorns.”

After one taste of Frito Lay’s new Sensations, Tim Creehan was quoted as describing the new product as “***a taste journey for the senses***”. This expression immediately branded and defined the product and was embraced by their advertisers. Now, Tim Creehan’s name as well as the Beach Walk brand will appear in print on the chip bags, internet and in freestanding inserts nationwide for this campaign.

In addition to an alliance with Frito Lay, Chef Creehan is also involved with the largest indoor and outdoor appliance manufacturer in New Zealand, DCS/Fisher and Paykel. As chef spokesperson for DCS appliances, Creehan is currently touring the country on behalf of his appliance sponsor and promoting his patented line of non-stick marinade, Chef’s Grill Plus. Tim recently shot a 30 minute lifestyles segment for the Food Network in support of his appliance sponsor and is featured in several commercials promoting the brand’s indoor and outdoor appliances.

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