

COSTCO SMART PORTIONS — COMPLETE PRODUCTION REPORT

Frito-Lay Classic Mix, 1 oz, Variety Pack, 54-count

1. PRODUCT IDENTIFICATION & SOURCE PRODUCT REVIEW

Brand: Frito-Lay

Product Name: Classic Mix Variety Pack

Costco Item Number: 1627770

Costco Source Package Size: 54 individual bags / 54 oz total

Individual Smart Portion Unit Size: 1 oz factory-sealed snack bag

Total Units Per Source Package: 54

Product Category: Chips & Savory Snacks

Department: Snacks

Current Costco Price Used for Analysis: \$19.89

Estimated Cost Per Individual Unit: \$0.3683, approximately \$0.37

Shelf-Tag Pricing Note

The supplied shelf tag shows:

- Regular price: **\$19.89**
- Instant rebate: **-\$5.00**
- Promotional price: **\$14.89**
- Promotion expiration shown: **05/17/26**

Because the project specifies a current Costco price of **\$19.89** and the photographed \$14.89 price was a dated promotion, this report uses **\$19.89** as the source-product cost.

Verified Source Assortment

Variety	Quantity	Unit Size
Cheetos Crunchy Cheese Flavored Snacks	12	1 oz
Doritos Nacho Cheese Flavored Tortilla Chips	12	1 oz
Lay's Classic Potato Chips	8	1 oz
Doritos Cool Ranch Flavored Tortilla Chips	7	1 oz

Variety	Quantity	Unit Size
Fritos Original Corn Chips	7	1 oz
Lay's Barbecue Flavored Potato Chips	4	1 oz
Ruffles Cheddar & Sour Cream Flavored Potato Chips	4	1 oz
Total	54	

Distinct Varieties: 7

Distribution: Unequal

Source Product Evaluation

Overall Retail Suitability: Excellent

Consumer Demand: High

Shelf Stability: Excellent

Ease of Splitting: Excellent

Product Integrity: Excellent — individual bags remain factory sealed

Inventory Management: Good, but requires flavor-level tracking

Merchandising Potential: Excellent

Operational Simplicity: Excellent

Overall Business Opportunity: Strong

Overall Recommendation

Highly recommended for Costco Smart Portions.

The low individual-unit cost, universally recognizable snack category, factory-sealed 1 oz bags, long shelf stability, and strong impulse-purchase potential make this particularly well suited to Smart Portions.

The primary operational consideration is the **unequal source assortment combined with customer flavor preference**. Cheetos and Doritos Nacho Cheese are supplied at three times the quantity of Lay's Barbecue and Ruffles Cheddar & Sour Cream, so flavor-level inventory should be monitored.

2. SMART PORTIONS ELIGIBILITY

Classification: Strong Smart Portions Candidate

The individual 1 oz bags are:

- Factory sealed

- Manufacturer packaged
- Individually labeled
- Easy to separate
- Shelf stable
- Simple to store
- Easy to fulfill
- Convenient for individual and multi-bag purchases
- Suitable for impulse purchases and travel/hospitality applications

No opening, rebagging, repacking, or food handling is required.

The original 54-count Costco box should **not** be offered as a Smart Portions Purchase Option.

3. PRODUCT INFORMATION VERIFICATION

Information Category	Verification
Product Identity	Package Verified
Costco Item Number	Shelf-Tag Verified
Source Count	Package Verified
Individual Unit Size	Package Verified
Variety Distribution	Package Verified
Ingredients	Package Verified
Allergens	Package Verified where stated
Nutrition Facts	Package Verified
Dietary Claims	No material claims established from supplied references
Certifications	No material certifications established from supplied references
Storage Instructions	Not Verified
Exact Shelf Life	Not Verified

The supplied packaging provides unusually complete information for this Smart Portions project, including exact variety counts, flavor-specific ingredients, allergen statements, and flavor-specific Nutrition Facts.

4. STANDARDIZED PRODUCT INFORMATION

4A. CUSTOMER-FACING PRODUCT SUMMARY

Enjoy your favorite Frito-Lay classics without purchasing the entire Costco variety box. Each Smart Portion is an original unopened, factory-sealed 1 oz snack bag from the Frito-Lay Classic Mix Costco multipack. Choose convenient individual or multi-bag options for lunches, travel, snacks, vacation stays, events, and everyday enjoyment.

4B. STANDARD PRODUCT DESCRIPTION

Individual **1 oz factory-sealed Frito-Lay snack bags** sourced from the Costco Frito-Lay Classic Mix 54-count variety pack. Smart Portions provide convenient smaller purchase options while keeping every snack in its original unopened manufacturer packaging.

4C. VARIETY / FLAVOR IDENTIFICATION

Seven varieties are Package Verified:

- **Cheetos Crunchy Cheese Flavored Snacks — 12**
- **Doritos Nacho Cheese Flavored Tortilla Chips — 12**
- **Lay's Classic Potato Chips — 8**
- **Doritos Cool Ranch Flavored Tortilla Chips — 7**
- **Fritos Original Corn Chips — 7**
- **Lay's Barbecue Flavored Potato Chips — 4**
- **Ruffles Cheddar & Sour Cream Flavored Potato Chips — 4**

All individual bags are **1 oz**.

4D. STANDARDIZED INGREDIENTS & ALLERGEN SUMMARY

Cheetos Crunchy Cheese Flavored Snacks

Ingredients: Enriched corn meal, vegetable oil, whey, cheddar cheese, salt, corn maltodextrin, natural and artificial flavors, whey protein concentrate, monosodium glutamate, lactic acid, citric acid and artificial color.

Contains: Milk.

Doritos Cool Ranch Flavored Tortilla Chips

Ingredients: Corn, vegetable oil, salt, tomato powder, buttermilk, lactose, onion powder, sugar, skim milk, cheddar cheese, garlic powder, corn maltodextrin, monosodium glutamate, whey, dextrose, malic acid, natural and artificial flavors, sodium acetate, artificial colors, spices and other seasonings.

Contains: Milk.

Doritos Nacho Cheese Flavored Tortilla Chips

Ingredients: Corn, vegetable oil, corn maltodextrin, cheddar cheese, salt, whey, monosodium glutamate, buttermilk, Romano cheese, whey protein concentrate, onion powder, potassium salt, corn flour, natural and artificial flavors, dextrose, tomato powder, lactose, spices, artificial colors and other seasonings.

Contains: Milk.

Fritos Original Corn Chips

Ingredients: Corn, vegetable oil (corn and/or canola oil), and salt.

Lay's Barbecue Flavored Potato Chips

Ingredients: Potatoes, vegetable oil, sugar, salt, dextrose, corn maltodextrin, molasses, torula yeast, onion powder, spices, tomato powder, paprika, natural flavor, corn starch, carob powder, paprika extract, yeast extract and garlic powder.

Lay's Classic Potato Chips

Ingredients: Potatoes, vegetable oil, and salt.

Ruffles Cheddar & Sour Cream Flavored Potato Chips

Ingredients: Potatoes, vegetable oil, corn maltodextrin, salt, whey, cheddar cheese, onion powder, monosodium glutamate, natural and artificial flavors, buttermilk, sour cream, skim milk, lactose, butter, sodium caseinate, yeast extract, citric acid, blue cheese, lactic acid, garlic powder, artificial colors, whey protein isolate and milk protein concentrate.

Contains: Milk.

Always refer to the individual product packaging for the most current ingredient and allergen information.

4E. PRODUCT CLAIMS & CERTIFICATIONS

No additional dietary claims or certifications should be added to the Smart Portions listing based solely on the supplied information.

Avoid creating unsupported claims such as gluten-free, vegetarian, non-GMO, or similar classifications.

4F. SHELF LIFE & STORAGE

Exact shelf-life and storage statements were not established from the supplied packaging and therefore should not be invented.

Operationally, these are individually sealed shelf-stable snack products, making them substantially easier to manage than refrigerated or frozen Smart Portions.

Operators should retain and monitor manufacturer date coding and rotate inventory appropriately.

5. PURCHASE OPTION DEVELOPMENT

Three purchase configurations are recommended.

OPTION 1 — SINGLE BAG

Quantity: 1 bag

Exact Contents: Customer-selected available flavor

Configuration: Customer Choice

Intended Customer: Individual snack, lunch, travel, impulse purchase or add-on customer

Sales Recommendation: Strong

Inventory Balance: Moderate

This is the strongest entry-price configuration and provides maximum customer choice.

OPTION 2 — 2-PACK

Quantity: 2 bags

Exact Contents: Customer-selected available flavors

Configuration: Customer Choice

Intended Customer: Customers wanting a small snack supply or two-person purchase

Sales Recommendation: Strong

Inventory Balance: Moderate

Customers may select two available varieties, subject to operator inventory.

OPTION 3 — CLASSIC VARIETY 7-PACK

Quantity: 7 bags

Exact Contents:

- 1 Cheetos Crunchy
- 1 Doritos Cool Ranch
- 1 Doritos Nacho Cheese
- 1 Fritos Original
- 1 Lay's Barbecue
- 1 Lay's Classic
- 1 Ruffles Cheddar & Sour Cream

Configuration: Fixed Assortment

Intended Customer: Vacation stays, lunches, families, groups, travel and customers wanting variety

Sales Recommendation: Strong

Inventory Balance: Moderate

This gives the customer **one of every flavor** and provides the strongest merchandising story of the three configurations.

6. VERIFIED NUTRITION SUMMARY

Cheetos Crunchy

Serving Size: 1 package **Servings Per Smart Portion Unit:** 1 **Calories:** 160

One package contains **10 g Total Fat, 1.5 g Saturated Fat, 200 mg Sodium, 15 g Total Carbohydrate, less than 1 g Dietary Fiber, 1 g Total Sugars, and 2 g Protein.**

Doritos Cool Ranch

Serving Size: 1 package **Servings Per Smart Portion Unit:** 1 **Calories:** 150

One package contains **7 g Total Fat, 1 g Saturated Fat, 160 mg Sodium, 18 g Total Carbohydrate, 1 g Dietary Fiber, less than 1 g Total Sugars, and 2 g Protein.**

Doritos Nacho Cheese

Serving Size: 1 package **Servings Per Smart Portion Unit:** 1 **Calories:** 150

One package contains **8 g Total Fat, 1 g Saturated Fat, 170 mg Sodium, 17 g Total Carbohydrate, 1 g Dietary Fiber, less than 1 g Total Sugars, and 2 g Protein.**

Fritos Original

Serving Size: 1 package **Servings Per Smart Portion Unit:** 1 **Calories:** 160

One package contains **10 g Total Fat, 1.5 g Saturated Fat, 120 mg Sodium, 16 g Total Carbohydrate, 1 g Dietary Fiber, 0 g Total Sugars, and 2 g Protein.**

Lay's Barbecue

Serving Size: 1 package **Servings Per Smart Portion Unit:** 1 **Calories:** 150

One package contains **9 g Total Fat, 1.5 g Saturated Fat, 150 mg Sodium, 16 g Total Carbohydrate, 1 g Dietary Fiber, 2 g Total Sugars, including 1 g Added Sugars, and 2 g Protein.**

Lay's Classic

Serving Size: 1 package **Servings Per Smart Portion Unit:** 1 **Calories:** 160

One package contains **10 g Total Fat, 1.5 g Saturated Fat, 170 mg Sodium, 15 g Total Carbohydrate, 1 g Dietary Fiber, less than 1 g Total Sugars, and 2 g Protein.**

Ruffles Cheddar & Sour Cream

Serving Size: 1 package **Servings Per Smart Portion Unit:** 1 **Calories:** 160

One package contains **10 g Total Fat, 1.5 g Saturated Fat, 180 mg Sodium, 15 g Total Carbohydrate, 1 g Dietary Fiber, 1 g Total Sugars, and 2 g Protein.**

Nutrition information is based on the product information available at the time of preparation. Product labeling may change. Refer to the individual product packaging for the most current Nutrition Facts.

7. INVENTORY BALANCE ANALYSIS

Source Assortment

Variety	Source Quantity	Share of Inventory
Cheetos Crunchy	12	22.2%
Doritos Nacho Cheese	12	22.2%
Lay's Classic	8	14.8%
Doritos Cool Ranch	7	13.0%
Fritos Original	7	13.0%
Lay's Barbecue	4	7.4%
Ruffles Cheddar & Sour Cream	4	7.4%

The Costco assortment is intentionally **unequal**, so a one-of-every-flavor configuration cannot consume the source box proportionally.

Single Bag

Units Consumed: 1
Assortment: Customer Choice
Inventory Balance: Moderate

Actual balance depends entirely on flavor demand.

Customer Preference Inventory Risk: High

The greatest risk is that popular flavors sell faster while less-requested varieties remain.

2-Pack

Units Consumed: 2

Assortment: Customer Choice

Inventory Balance: Moderate

Again, consumption depends on customer selection.

Customer Preference Inventory Risk: High

Classic Variety 7-Pack

Consumption Ratio: 1:1:1:1:1:1:1

Because Lay's Barbecue and Ruffles are supplied only four per source box:

Complete 7-Packs Per Source Box: 4

After four complete Variety 7-Packs, predictable inventory remaining is:

- Cheetos Crunchy — 8
- Doritos Nacho Cheese — 8
- Lay's Classic — 4
- Doritos Cool Ranch — 3
- Fritos Original — 3
- Lay's Barbecue — 0
- Ruffles Cheddar & Sour Cream — 0

Inventory Balance: Moderate

Although this does not proportionally consume the Costco assortment, the remaining bags are highly practical for sale through Singles and 2-Packs.

Operator Inventory Notice

Active flavor-level inventory monitoring is recommended.

The strongest operating model is to use the **7-Pack as a fixed variety configuration while inventory permits**, with Singles and 2-Packs functioning as flexible outlets for the remaining inventory.

Once either of the two four-count varieties becomes unavailable, temporarily pause the fixed 7-Pack rather than substituting a different assortment without telling the customer.

8. PRICING & PROFITABILITY ANALYSIS

Source cost per bag:

$\$19.89 \div 54 = \0.3683

Purchase Option	Qty.	Est. Product Cost	Suggested Retail	Est. Gross Profit	Gross Margin	Inventory Balance
Single Bag	1	\$0.37	\$0.79	\$0.42	53.4%	Moderate
2-Pack	2	\$0.74	\$1.49	\$0.75	50.6%	Moderate
Classic Variety 7-Pack	7	\$2.58	\$4.99	\$2.41	48.3%	Moderate

Calculations use unrounded underlying product costs; displayed costs are rounded.

Pricing Conclusions

Highest Margin Option: Single Bag — approximately 53.4%

Best Customer Value: Classic Variety 7-Pack

Best Inventory Balance: No configuration perfectly balances this unequal source assortment; the 7-Pack provides predictable fixed consumption while Singles and 2-Packs provide flexibility.

Highest Inventory Risk: Customer-choice Singles and 2-Packs if flavor demand becomes heavily concentrated.

Recommended Featured Configuration: Classic Variety 7-Pack

The pricing structure creates a natural quantity incentive:

Single: \$0.79 each

2-Pack: about \$0.75 each

7-Pack: about \$0.71 each

This rewards larger purchases without pushing margins below the practical target range.

9. FEATURED CONFIGURATION SELECTION

Featured Configuration: Classic Variety 7-Pack

Contents: One factory-sealed 1 oz bag of each of the seven included varieties

Suggested Retail: \$4.99

Estimated Gross Margin: 48.3%

Inventory Balance: Moderate

Business Justification

The Classic Variety 7-Pack provides the clearest customer proposition: **one of every flavor**.

It creates a meaningful purchase rather than simply reselling individual snack bags, offers strong perceived variety for under \$5, remains comfortably within the desired margin range, and is especially useful for hospitality, travel, families and group snacking.

Its inventory limitation is manageable because the remaining higher-count flavors can continue selling through Singles and 2-Packs.

10. MARKETPLACE CONTENT

Product Title

Frito-Lay Classic Mix 1 oz Snack Bags

Short Product Description

Choose convenient factory-sealed 1 oz Frito-Lay snack bags from the Costco Classic Mix assortment. Available as individual bags, 2-Packs, or a 7-Pack featuring one of every included flavor.

Long Marketplace Description

Enjoy the variety of Frito-Lay Classic Mix without purchasing the entire 54-count Costco box. Costco Smart Portions offers the original unopened 1 oz snack bags in smaller, convenient purchase configurations.

Choose individual available flavors, build a 2-Pack, or select the Classic Variety 7-Pack containing one of each included flavor.

Each snack remains in its original factory-sealed manufacturer packaging, making these portions convenient for lunches, vacation stays, road trips, guest stocking, events and everyday snacking.

Key Features

- Original factory-sealed Frito-Lay snack bags
- 1 oz individual packages
- Seven classic varieties
- Convenient smaller purchase quantities
- Customer-choice Singles and 2-Packs
- Fixed one-of-every-flavor 7-Pack
- Easy grab-and-go format

What's Included

Purchase contents depend on the selected configuration.

Single: 1 available customer-selected flavor

2-Pack: 2 available customer-selected flavors

Classic Variety 7-Pack: 1 each of Cheetos Crunchy, Doritos Cool Ranch, Doritos Nacho Cheese, Fritos Original, Lay's Barbecue, Lay's Classic and Ruffles Cheddar & Sour Cream.

Customer Benefits

Purchase only the quantity you need while retaining the convenience and product integrity of original factory-sealed snack bags.

Ideal Uses

Lunches, vacation rentals, hotel stays, road trips, ski trips, picnics, work snacks, school lunches, guest stocking, events and grocery add-ons.

Ideal Customer

Individuals, families, travelers, vacation-rental guests, groups and customers seeking convenient snack-size portions.

11. SEO & MARKETPLACE ORGANIZATION

SEO Title: Frito-Lay Classic Mix 1 oz Snack Bags | Smart Portions

Meta Description: Shop factory-sealed 1 oz Frito-Lay Classic Mix snack bags in convenient Smart Portions, including Singles, 2-Packs and a seven-flavor Variety 7-Pack.

Suggested URL Slug:

frito-lay-classic-mix-smart-portions

Image Alt Text

Master Image: Frito-Lay Classic Mix 54-count Costco variety box with representative factory-sealed 1 oz snack bags displayed in front.

Single Image: Factory-sealed 1 oz Frito-Lay snack bag from the Classic Mix variety assortment.

2-Pack Image: Two factory-sealed 1 oz Frito-Lay Classic Mix snack bags representing the customer-choice 2-Pack.

Variety 7-Pack Image: Seven factory-sealed Frito-Lay snack bags with one of each Classic Mix variety.

Marketplace Organization

Category: Snacks & Chips

Department: Snacks

Search Tags / Keywords: Frito-Lay, chips, snack bags, individual chips, variety chips, Doritos, Cheetos, Lay's, Fritos, Ruffles, snack pack, travel snacks, lunch snacks, Smart Portions

Cross-Sells: Bottled beverages, hydration products, granola bars, fruit snacks, cookies and other individual snack portions.

Upsell: Classic Variety 7-Pack

Grocery Bundle Opportunities: Vacation Arrival Bundle, Road Trip Snacks, Ski Day Snacks, Lunch Bundle, Family Snack Bundle, Game Day Bundle and Guest Welcome Bundle.

Seasonal Opportunities: Summer travel, ski season, back-to-school, sporting events, holiday travel and vacation-rental arrivals.

Suggested Marketplace Placement: Snacks & Chips / Smart Portions / Variety Snacks

12. SMART PORTIONS BUSINESS ASSESSMENT

Factor	Assessment
Customer Demand	Excellent
Impulse Purchase Potential	Excellent
Repeat Purchase Potential	Excellent
Operational Simplicity	Excellent
Profit Potential	Excellent
Inventory Practicality	Good
Inventory Balance	Moderate
Product Stability	Excellent
Customer Convenience	Excellent
Overall Opportunity	Excellent

Overall Smart Portions Rating: 4.7 / 5

Inventory Balance Concern: Manageable Concern

This is an unusually strong Smart Portions product because virtually every physical characteristic favors splitting: low unit cost, factory-sealed packaging, recognizable brands, small size, shelf stability and broad demand.

Inventory balance is the principal weakness, but it is operationally manageable and does not outweigh the product's commercial strengths.

13. BUSINESS SUMMARY

The **Frito-Lay Classic Mix 54-count** is a strong Costco Smart Portions candidate with an estimated individual product cost of approximately **\$0.37 per bag**.

Recommended configurations are the **Single at \$0.79**, **2-Pack at \$1.49**, and **Classic Variety 7-Pack at \$4.99**.

The **Classic Variety 7-Pack** should be the Featured Configuration because it gives customers one of every included flavor, provides strong perceived value, and produces an estimated **48.3% gross margin**.

Expected margins across the recommended configurations are approximately **48–53%**, appropriately within the targeted 45–55% range.

The primary inventory issue is the unequal source assortment. Cheetos and Doritos Nacho Cheese contain 12 bags each, while Lay's Barbecue and Ruffles contain only four each. The operator should therefore **actively monitor flavor-level inventory**.

Use Singles and 2-Packs to absorb remaining inventory and temporarily pause the fixed Variety 7-Pack whenever all seven flavors are no longer available.

Recommended Launch Approach: Launch all three configurations, feature the **Classic Variety 7-Pack**, and maintain individual flavor inventory counts for Singles and 2-Packs.