

November 3, 2005
Frito-Lay
P.O. Box 660634
Dallas, TX 75266-0634.

In regards to: Doritos
Dear Frito Lay

I've been eating Doritos as long as I can remember. That's basically all of my life, and I'm 34 years old as I'm writing this. In all of the years that Nacho Cheese Doritos have been available to the masses, I dare say that the tortilla chips taste exactly the same today as they always have. However, the bags of Nacho "Cheesier" Doritos that are available for purchase currently boast that they are "Now Better Tasting".

Again, let me make sure that I have conveyed a point here: the Nacho Cheesier Doritos in the bags that claim "Now Better Tasting" taste exactly the same as they did 30 years ago. So this all leads me to ask a question; better tasting than what?

I'd agree that Nacho Cheesier Doritos are now better tasting than some stray Dorito which had fallen behind a refrigerator 20 years ago. Such a Dorito would be extremely stale and most likely covered with dust, grime, and filth. I'd put odds on it not tasting as good as a fresh Dorito right out of a bag purchased recently at a supermarket. Then again, I wouldn't know. I've never eaten a Dorito that had fallen behind a kitchen appliance 20 years ago. For all I know, such a Dorito could be delicious, perhaps like a fine aged wine or cheese.

I'd also guess that Nacho Cheesier Doritos may now be better tasting than rat poison. I had a dog that once ate a bag of rat poison. Maybe rat poison is tasty; why else would my dog eat it? I will probably never know if Nacho Cheesier Doritos tastes better than rat poison unless you've done some taste-test comparison research between Doritos and rat poison in your studies. Please let me know if you have.

As you can clearly see, I have no idea what these current Nacho Cheesier Doritos are now better tasting than. I would guess Nacho Cheesier Doritos are now better tasting than a lot of things, although I suspect that when you came up with this slogan after spending countless hours conducting market research, you found out that these chips were now better tasting than something in particular. I would like to know what that something is.

While you're at it writing me back, could you throw a bunch of coupons in the envelope that I can use when buying more of those "Now Better Tasting" Nacho Cheesier Doritos? I sure would appreciate it.

Sincerely,