

Kraft Heinz Creates the world's first Double Diptector

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The smart bowl uses inconspicuous pressure sensors inside an average looking chip and dip bowl. Once the bowl is paired with the Diptector app, it can track and catch with almost certainty if a person double dips. Using chip recognition technology (CRT), the Double Diptector follows every dip and alerts the app user with a loud alarm if someone double dips.

"Holiday parties and gatherings are the perfect time to serve our new Philadelphia Dips. However, we know it's also a time when double dippers are rampant," says Megan Magnuson, Associate Marketing Director for Philadelphia. "That's why we created the Philadelphia Dips Double Diptector. It will alert partygoers of double dippers, so they can protect their delicious Philadelphia Dips and avoid double dipping mishaps."

Philadelphia Dips are rich and creamy made with the goodness of Philadelphia. Dip flavors include Jalapeño Cheddar, Southwest Style with Black Bean & Corn, and Buffalo Style with Celery made with real vegetables and free of artificial preservatives, flavors or dyes.