Jail Breaker Potato Chips delivers bold flavor, and second chances, through Meijer partnership

At Jail Breaker Potato Chips, bold flavors are only part of the story. The Kentucky-based brand was built on a bigger idea: that the right opportunity can help someone break a cycle and start over.

Based in London, Kentucky, the company was founded by Jamie Mosley, who spent more than 16 years working as a county jailer, an experience that shaped both the brand's name and its purpose.

Mosley's first venture was a product designed for use in correctional facilities. When that took off, he set his sights on something bigger, creating a snack brand anyone could enjoy.

"I've always loved snacks," he says. "So I thought, let's create a really good chip."

But the name Jail Breaker is more than a catchy label. It's a statement of intent.

That idea shows how the company operates. Mosley and his team offer second-chance employment opportunities, including hiring people he met while working in corrections.

"One of my top employees today is someone who used to be incarcerated in my jail," he says. "Being able to provide opportunities for people who are committed to changing their lives, that's a pretty special thing."

The product itself helps open doors, too. Jail Breaker chips are designed to deliver what Mosley calls a "flavor journey", a layered experience that keeps people coming back for another bite.

"It starts sweet, then gets tangy, then comes a touch of heat," he says. "We wanted to get right up to the edge of great flavor without going over."

That focus on flavor has helped the company grow quickly, expanding into several states and earning strong customer response at sampling events and in-store demos.

A key milestone in that growth has been Meijer.

"Even a small relationship with Meijer is a huge honor for us," Mosley says.

Jail Breaker chips are carried in Meijer stores in Kentucky and parts of Indiana. Mosley and his team regularly hand out samples and talk with shoppers, building awareness not only for the chips, but also for the mission behind them.

"Making that connection with consumers is something we've had amazing success with," he says.

As the company expands, Mosley is determined to stay rooted in the community that helped launch it. Jail Breaker supports youth sports teams, school programs and local events.

"One of the best things about having a great product is that it's given us the ability to reinvest in our community, especially our youth," he says.

Mosley plans to keep growing the brand without letting the mission get lost in the momentum.

"Where else can one guy with one product have a chance to partner with a company like Meijer and be on the shelf next to big national brands?" he says. "That's the American dream."

Additional assets available online: Photos (3)

https://newsroom.meijer.com/2026-07-08-Jail-Breaker-Potato-Chips-delivers-bold-flavor,-and-second-chances,-through-Meijer-partnership