

Description of my Dip

General Description

My dip is a half eaten Tostitos medium *salsa con queso* with zero grams trans fat in a 15-ounce glass jar with a metal jar lid. This dip itself is contained within and is best consumed with Tostitos tortilla chips. It is responsible for satisfying my need for sustenance during late night studying and preparation of homework, specifically for Technical Writing.

Description of Major Parts

As Figure 1 indicates, the dip is composed of four major parts: the lid, jar, *salsa con queso*, and label. Each of these key components are described below.



Figure 1. Tostitos Salsa Con Queso diagram depicting exterior working parts.

Source: *Tostitos.ca*. (n.d.) Retrieved from Tostitos website <http://tostitos.ca/en/product.php?pid=11>.

Lid

The lid is circular and gold colored metal. The diameter is 3 inches. An orange price sticker reading 3.69 is placed over the Tostitos logo just under the phrase “refrigerate after opening”. The lip of the jar is 0.5 inches. “Medium” is written on the lip repeatedly with small spacing between each “Medium”. The underside of the lid is covered in dip and the inside of the lip has grooves that seal the jar onto the lid when the lid is twisted on top of the jar, cheesy dip side down.

Jar

The jar is also circular with a diameter of 3 inches. It is made of glass, and is 3.5 inches tall. At the top are grooves that match up with the grooves on the inside lip of the lid. The jar houses the dip and serves as a surface for the label. The glass is clean on the outside but rather messy and cheesy on the inside, where there are remnants of dip along the edges and approximately seven ounces left of dip.

Dip

The dip is the most important component of the dip. It is thick, creamy, and yellow with red and green chunks in sporadic locations. It is composed of water, milk, Monterey jack, corn oil, tomatoes, jalapenos, chilies, red bell peppers, artificial coloring, and a few unpronounceable chemicals. It has a nice medium spicy flavor. The dip fills approximately half of the jar and the sides where it filled the entire jar previous to consumption. There are remnants of the dip on the underside of the lid as well. The chunks of red are likely tomatoes and red bell peppers, while the green chunks are likely jalapenos, which give the dip much of its flavor. The dip also contains a small piece of chip, half submerged in cheese. This is likely the remains of last night's snack.

Label

The label has a transparent background, making it hard to distinguish the edges of the label from the glass jar. The label encircles the glass jar entirely and is 2 inches tall. It begins 0.5 inches from the bottom of the jar and stops 0.5 inches from the top. A picture is on the front with tomatoes, red bell peppers, chilies, jalapenos, and a bowl of *salsa con queso* with the words "Made With Real Cheese" and the Tostitos logo over the picture. On the back side of the jar, the label has a barcode and a website: fritolay.com. Nutrition facts and Ingredients are also on the back side. The Nutrition facts state the dip has a serving size of two tablespoons, each of which contains 40 calories and 2.5 total fat grams, zero of which is trans fat. There are about 13 servings per jar. The ingredients indicate the dip contains milk and soy proteins as an allergy alert. The back also displays a Frito Lay logo and a recommendation to try the dip with Tostitos Multigrain Tortilla Chips.

How I Use My Dip

To use my dip, I remove the metal lid and place the glass jar containing dip into the microwave. I then power the microwave on high for one minute and 30 seconds. Next, I use a plastic knife to mix the dip. I dispose of the knife post mixing. Next, I open a bag of Tostitos Bite Size Tortilla Chips and scoop a considerable amount of dip onto the chip, place it into my mouth, and masticate it with my molars. Chewing is the most important part of the process because it is where the taste is enjoyed. Finally, after savoring the cheesy spicy flavor, I swallow the mixture of chip and dip.

Shouston Wood