New Chorizo Flavour for Pipers Crisps

Pipers Crisps is introducing a brand new Chorizo flavour into their range of tasty, gourmet crisps.

All Pipers Crisps’ flavours are sourced from carefully selected, passionate, artisan producers - and the new Chorizo flavour is no exception. It is sourced from Kirkby Malham, Yorkshire, where specialist farmer and butcher Chris Wildman rears his rare-breed Oxford Sandy & Black pigs and creates unique Yorkshire Chorizo in the on-site charcuterie.

Alex Albone, Managing Director of Pipers Crisps, is delighted to have found such a suitable source for the Chorizo. “I’d wanted a meat flavour in the range for some time, but hadn’t found the right taste or an appropriate producer. When I visited Chris Wildman at his family-run enterprise, where there are three generations working together, I knew I’d found the taste and provenance I was looking for. Chris himself is a fifth generation butcher, so he knows a thing or two about meat. The on-site charcuterie is really exciting. Chris uses only local, rare-breed, outdoor reared pigs to produce a range of hams, bacons and sausages - including Chorizo - for local businesses and farmers’ markets. This delicious Kirkby Malham Chorizo is the perfect taste for our crisps - a distinctive, strong flavour without being too salty,” Alex adds.

Chorizo is a dry-cured sausage traditionally made in Spain, Portugal and South America. There are many different recipes - Kirkby Malham Chorizo contains coarsely ground pork, hand-mixed with smoked paprika, pepper, garlic and ginger. Once the mix has been prepared and put into its skin, it’s hung for three weeks to dry and cure - the end result is well worth waiting for. Chris Wildman explains the provenance behind the Kirkby Malham Chorizo: “This isn’t a large-scale business - it’s all about quality rather than quantity. We carefully combine the finest ingredients, local where possible, and take the time to produce a true artisan product. Our products are very well received
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by our customers and we are proud to have won the ‘Local Producer’ award at the Yorkshire Life Food & Drink Awards 2011-12,” Chris adds.

Kirkby Malham Chorizo is the first new flavour to be introduced by Lincolnshire-based Pipers Crisps for several years, as Alex Albone explains: “Unlike many crisp manufacturers, we don’t go in for fashionable or seasonal flavours - we’re only interested in long-term relationships with specialist, artisan flavour partners. Our range now includes eight great flavours, so there’s something for everyone.”

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Pictures

A new flavour for Pipers Crisps - Kirkby Malham Chorizo.

Editors’ Notes

- The Pipers Crisp Co. range now of comprises eight great-tasting varieties; Kirkby Malham Chorizo; Lye Cross Cheddar and Onion; Burrow Hill Cider Vinegar and Sea Salt; Karnataka Black Pepper and Sea Salt; Anglesey Sea Salt; Wissington Spicy Tomato; Biggleswade Sweet Chilli; and Unsalted. Pack sizes are 40g or sharing bags of 150g.
Since they started in 2004 Pipers Crisps has worked with a number of long-term flavour partners - passionate individuals and companies who produce their distinctive flavours. For example; David Lea-Wilson provides Anglesey Sea Salt; Julian Temperley at Burrow Hill makes the Cider Vinegar flavour; John Alvis’s cheese is used in Cheddar & Onion. Wherever possible, Pipers uses small local and regional producers - Chris Wildman, with his Kirkby Malham Chorizo, joins the select band of artisan flavour producers for Pipers Crisps.

Chris Wildman’s family farm, butchery and charcuterie is situated close to the famous Malham Cove in the Yorkshire Dales National Park. It is a truly idyllic setting - the farmyard is surrounded by acres of grassland as far as the eye can see. Chris rears Oxford Sandy & Black rare-breed pigs and has a large flock of sheep.

It’s a real family concern. Chris runs the enterprise with the help of his brother, Nigel, and father-in-law Bill. Chris’s two sons are both involved - his elder son, William aged 16, helps on the farm and his younger son, Oliver aged 14, helps with the butchery.

In the charcuterie, Chris not only produces hams, bacon and sausages for selling locally, but also uses the facility as a school, running classes on how to make sausages and how to cut and prepare various meats.

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