



PRESS INFORMATION

Pipers shows new flavour at PUB17

Pipers Crisps will show its first new flavour for nearly four years at PUB17 (*stand 65, Olympia London, 07 to 08 February 2017*). Pipers Crisps' new Atlas Mountains Wild Thyme & Rosemary is the latest addition to their range of award-winning flavours which, between them, have won 31 gold Great Taste Awards since 2007.

In common with all Pipers Crisps, Wild Thyme & Rosemary is a strong, 'grown-up' flavour, which will be a popular premium snack in pubs, clubs and bars. The herbal flavours are a great match for many spirits, cocktails, soft drinks and beers, so will suit rosemary gin drinkers as well as traditional cask ale enthusiasts. Gluten-free and suitable for vegetarians and vegans, Wild Thyme & Rosemary crisps can be offered as a standalone snack or as an accompaniment to sandwiches, soups, pasta, salads or a ploughman's lunch.

Pipers also recently announced that its complete range of nine flavours of premium crisps is now gluten-free. Alex Albone, founder of Pipers Crisps, says: "We recognise the increasing importance of healthier eating and the fact that growing numbers of people are choosing to follow a gluten-free diet, either because they are gluten intolerant or suffer from coeliac disease. Almost all of our range was already gluten-free but now, with just a small change to some of our ingredients, we've been able to ensure all our crisps now meet this requirement. At the same time, working closely with our flavour partners, we've also been able to ensure our crisps are wheat-free and barley-free."

Pipers Contact Details: Tel 01652 686960, www.piperscrisps.com

ends



PRESS INFORMATION

Editors' Notes

Pipers Crisps were recently voted 'Britain's Best Brand' of savoury snack for the fourth consecutive year in a survey of independent retailers (delicatessens, farm shops, food halls) by Fine Food Digest, January 2016.

Pipers Crisps are sold in pubs, bars, food-to-go outlets, cafés, coffee shops, food halls, farm shops, delicatessens and specialist food retailers.

The Pipers Crisps' range now includes nine great-tasting flavours which, between them, have won 31 gold Great Taste Awards since 2007; Atlas Mountains Wild Thyme and Rosemary; Kirkby Malham Chorizo; Lye Cross Cheddar and Onion; Burrow Hill Cider Vinegar and Sea Salt; Karnataka Black Pepper and Sea Salt; Anglesey Sea Salt; Wisington Tomato; Biggleswade Sweet Chilli; and Unsalted. Pack sizes are 40g or sharing bags of 150g. Anglesey Sea Salt crisps are also available in a 600g tub for foodservice.

Pictures and captions



Pipers Crisps' new Atlas Mountains Wild Thyme & Rosemary can be sampled at PUB17.

PR Contact Details

Alex Albone at Pipers Crisp Company Tel: 01652 686 960 or

Peter Benians at Simply Marketing Tel: 01435 863 432 peter@simplymarketing.co.uk

Ref: PC1641 / 16/12/2016

Media Distribution List

PUB17 Show