



PRESS INFORMATION

Pipers shows new flavour at Casual Dining Show

Pipers Crisps will show its first new flavour for nearly four years at the Casual Dining Show (*stand M101, Business Design Centre, London, 22 to 23 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.

Gluten-free and suitable for vegetarians and vegans, Atlas Mountains Wild Thyme & Rosemary is an ideal flavour accompaniment to sandwiches, soups, pasta and salads, so will be perfect for casual dining, daytime eating and the 'food-to-go' sector. In common with all Pipers Crisps, Wild Thyme & Rosemary is a strong, 'grown-up' flavour, so it will also be a popular premium snack in pubs, clubs and bars.

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."

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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.



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Pipers Crisps are sold in food-to-go outlets, cafés, coffee shops, pubs, bars, 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 the Casual Dining Show.

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Media Distribution List

Casual Dining Show