



PRESS INFORMATION

Pipers Crisps: Five in a row for Britain's Best Brand

Pipers Crisps has once again been voted Britain's 'Best Brand' of savoury snack; that's five years in a row for the Lincolnshire-based premium crisp maker. They topped the poll in the annual survey of speciality food products on sale in UK delicatessens, farm shops and food halls, as voted for by the retailers themselves.

"We're really pleased to have won the 'Best Brand' award for the fifth time in a row," says Pipers Crisps' founder Alex Albone. "This is a very special award for us because it is voted for by the retailers themselves; our own customers. It shows that we're consistently doing the right things, and doing them to a very high standard. For us, it's all about a consistently high quality product, exceptional customer service and great distribution - and it seems these standards are also valued by our loyal independent retailers and their customers," he adds.

"We may not be introducing fancy new flavours every few months, but we're certainly not standing still. This year we've launched our first new flavour for four years - Atlas Mountains Wild Thyme & Rosemary - and announced that our entire range is now gluten-free, wheat-free and barley-free. We're also attending lots of popular, family events throughout the year to increase our exposure and encouraging more people to engage with the brand. We'll be doing even more country fairs, beer and music festivals (including CarFest North and South) again this year," Alex says.

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Editors' Notes

Pipers Crisps were voted 'Britain's Best Brand' of savoury snack for the fifth consecutive year in a survey of independent retailers (delicatessens, farm shops, food halls) by Fine Food Digest, January 2017.



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Pipers Crisps are widely available 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.

Pipers Crisps offers retailers a direct delivery service using its own vans operating out of three regional hubs or, alternatively, the range is available through carefully selected regional wholesalers.

Pictures and captions



Pipers Crisps: Five in a row as Britain's 'Best Brand'

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