



PRESS INFORMATION

Pipers Crisps becomes a supplier to Hull UK City of Culture

2017

Pipers Crisps is delighted to announce its support for Hull, the UK City of Culture 2017, by becoming one of the suppliers for the year-long event. Lincolnshire-based Pipers Crisps, located just twenty miles from Hull, is an ardent supporter of local and national community initiatives and is proud to be involved in this prestigious event.

Alex Albone, founder of Pipers Crisps, explains: “We are really pleased to be a part of Hull’s special year, which aims to create a better place for the people who live and work in the city.

Although 2017 is the key year for an exciting schedule of event, it’s not just about this year; being UK City of Culture builds a brighter long-term future for Hull.”

As a Hull 2017 supplier, Pipers Crisps will be providing their tasty, premium crisps to support events and venues throughout the year.

The newly opened Humber Street Gallery is one of the first venues where visitors will be able to enjoy award-winning Pipers Crisps. Located in the heart of the city’s Fruit Market cultural quarter, this new home for world-class contemporary art will present a mix of visual arts, sculpture, photography and moving image, which seeks to stimulate debate, push boundaries and inspire visitors with its packed programme.

Phil Batty, Director of Marketing, Communities and Legacy Hull 2017, said: “We are delighted to have Pipers Crisps as a Hull 2017 supplier. They join other companies that are contributing to this



PRESS INFORMATION

year being a success for the city and are already adding the offer at our 64 Café and Bar, which has opened at Humber Street Gallery.”

The arts and cultural programme for the year celebrates the unique character of Hull, its people, history and geography. The 2017 programme is split into four seasons, each with something distinctive and intriguing to say, and each created to challenge and thrill. Young people are at the heart of the programme - it's this group who will inherit the longer-term benefits as a result of the focus around learning and participation.

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

ends

Editors' Notes

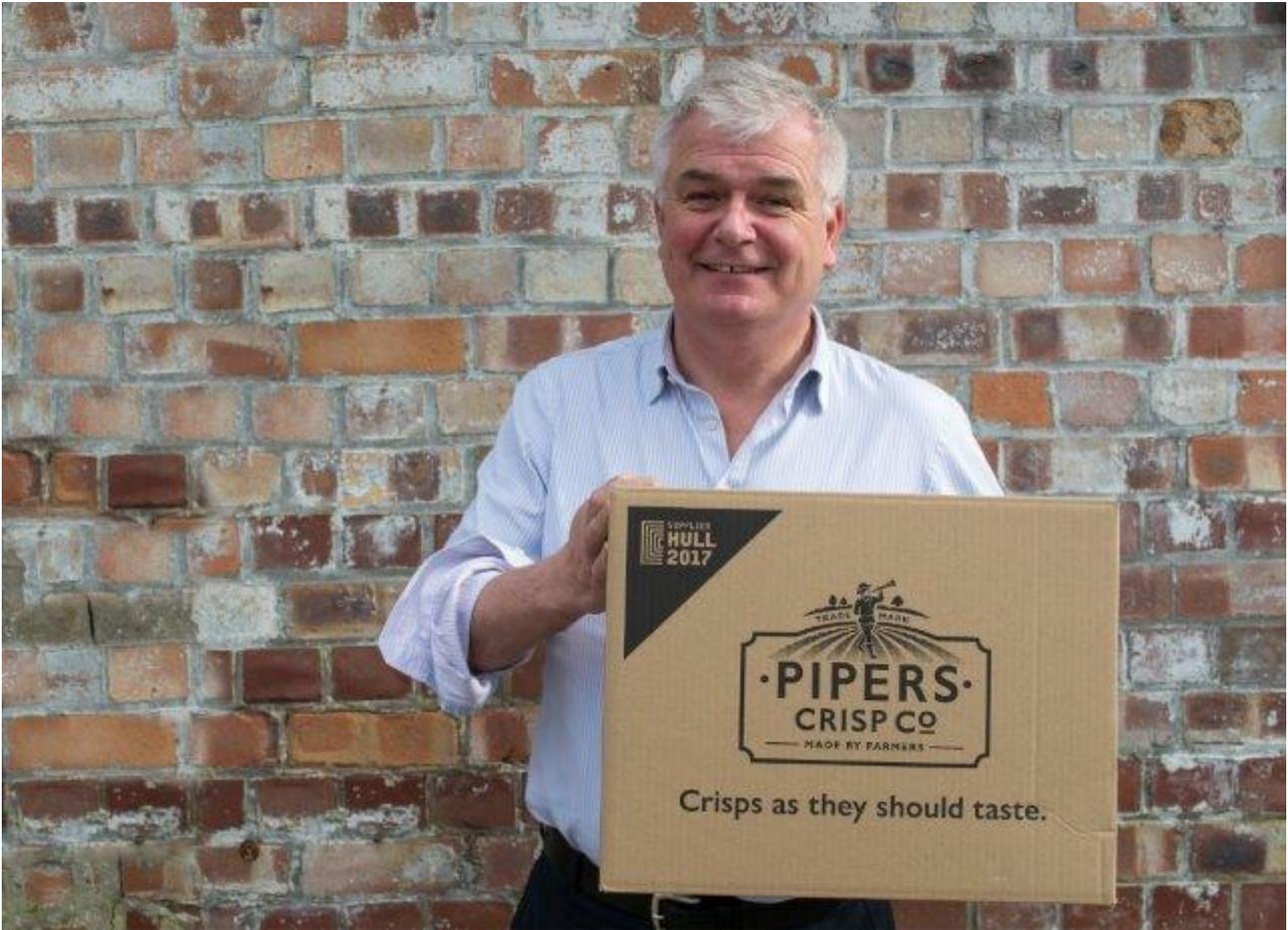
Pipers Crisps were recently voted 'Britain's Best Brand' of savoury snack for the fifth consecutive year in a survey of independent retailers (delicatessens, farm shops, food halls) by Fine Food Digest, January 2017.

The Pipers Crisps' range now includes nine great-tasting flavours; 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; Wissington Spicy 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.



PRESS INFORMATION

Pictures and captions



Alex Albone, founder of Pipers Crisps; supplier to Hull UK City of Culture 2017.

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: PC1707 / 02/03/2017