



PRESS INFORMATION

Pipers Sponsors Lincoln Knights' Trail

Continuing its theme of supporting community initiatives, Pipers Crisps is sponsoring a knight in this year's Lincoln Knights' Trail, which forms part of the 800th anniversary commemorations of The Battle of Lincoln Fair and the sealing of Charter of the Forest. The event follows hot on the heels of last year's successful Lincoln Charter Barons' Trail which proved popular with local people and tourists alike, before raising £167,000 for charity when the sculptures were auctioned at the end of the celebrations.

The 2017 Lincoln Knights' Trail promises to be even bigger than last year's event. There will be 36 knight sculptures on display at various points throughout the streets of Lincoln during the art trail which will run from May 20 to September 3, 2017. At the end of the event the knights will be auctioned at Lincoln Cathedral. Two-thirds of the proceeds will go to The Nomad Trust to allow it to build more accommodation for homeless people. The remaining third will be used to create a fund to deliver future public art and events aimed at attracting people to Lincoln.

Pipers Crisps are proud to support the Knights' Trail, as Pipers' founder Alex Albone explains.

“Having sponsored ‘Bomber Baron’ in the 2015 Barons’ Trail, we wanted to find another key and brave figure for Lincolnshire. We chose Nicola de la Haye, castellan of Lincoln Castle, who directed the defence of the city in the 1217 Battle of Lincoln. Nicola de la Haye has been skilfully depicted by artist Rachel Olin in a colourful design that reflects the bold colours of Pipers’ packs. After touring a number of local venues, our Knight will be found, appropriately enough, outside the gates of Lincoln Castle between May and September,” Alex adds.

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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; Wisington 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.

Pipers Crisps' nine flavours have won 31 **Gold Great Taste Awards** since 2007, and they've just been voted 'Britain's Best Brand' of savoury snack for the fifth consecutive year. This makes Pipers Crisps the UK's leading brand of premium snack for pubs, independent food retailers, delicatessens, food-to-go outlets, restaurants, cafés, coffee shops and bars.

Pictures and captions



Pipers Crisps is sponsoring one of the Lincoln Knights, shown outside Lincoln Castle

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