



# PRESS INFORMATION

## **Pipers Crisps: when it comes to the crunch, it's all about the science**

*Pipers Crisps has turned to science to ensure it stays ahead of the competition as Britain's tastiest premium crisp brand.*

Lincolnshire-based Pipers Crisp Company has teamed up with food experts at the University of Nottingham to help perfect the potato cooking process and to establish a team of taste specialist within the company. The project, operating as a Knowledge Transfer Partnership (KTP), supported by Innovate UK, was established in 2015 and gave Pipers direct access to the University's Food Flavour and Sensory Science Laboratories in the School of Biosciences.

Key to the project was the specialist knowledge of PhD student, now Dr, Deepa Agarwal, an expert in food structure, flavour and product development. Inside the science labs Deepa used gas chromatography mass spectroscopy to understand the flavour profile and stability of Pipers crisps. With the help of advanced statistical analysis tools she was able to optimise cooking temperatures and times to minimise waste and enhance shelf life without compromising taste perception.

At the factory Deepa spent 12 months drawing up a detailed training and selection programme to establish a team of specialist, in-house 'tasters'. Using her sensory science know-how she looked for staff with untapped expertise in all five senses; hearing (to define texture), taste, smell, touch and sight. This team, drawn from across the company from the boardroom to the factory floor, will use their new-found skills in future product development as well as day to day quality control.



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This team's first notable achievement was the launch last year of Pipers Crisps first new flavour for four years; Wild Thyme & Rosemary. This vegetarian flavoured crisp has proved an instant hit with consumers, thanks to its unique flavour combination and the fact that it's a perfect accompaniment for today's light lunches on-the-go, and a match made in heaven for on-trend craft gins.

Pipers Crisps founder Alex Albone says: "We're delighted with the contribution the Knowledge Transfer Partnership has made to our brand, putting real science behind the things we do and giving us sound evidence for our decision making. This will help us raise our quality standards even higher, and allow us to develop further new and successful products in the future. The passion our people have always brought to our crisp making, backed up with the latest science, will help us stay ahead of the competition with even tastier crisps."

**Pipers Contact Details: Tel 01652 686960, [www.piperscrisps.com](http://www.piperscrisps.com)**

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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.

Pipers Crisps nine flavours have won 31 **Gold Great Taste Awards** since 2007. Pipers Crisps range comprises; 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 has recently been named in London Stock Exchange Group's '**1000 Companies to Inspire Britain**' 2017 report - a celebration of the UK's fastest-growing and most dynamic small and medium sized businesses across the UK.

Pipers Crisps is the UK's leading brand of premium snack for pubs, independent food retailers, delicatessens, food-to-go outlets, restaurants, cafés, coffee shops and bars.

The Pipers' story began when three farmers joined forces to produce great tasting, quality crisps using local potatoes. Since then Pipers has grown to become a significant business, based in rural Lincolnshire, employing over 75 local people. Pipers delivers directly from a number of regional hubs across the UK using its own vans, as well as supplying through distribution partners. The company also exports extensively, now selling to 32 countries worldwide.



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## Pictures and captions



*[Picture credit: University of Nottingham]*

Dr Deepa Agarwal helped Pipers Crisps with the science behind crisp making.

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Ref: PC1748 / 24/07/2017