



# **PRESS INFORMATION**

## **Pipers Crisps; premium crisps for today's snack market**

For many visitors to the Speciality & Fine Food Fair (stand 1520, Olympia London, 03 to 05 September 2017), this will be their first chance to taste the latest addition to Pipers Crisps range of award-winning premium crisps which, between them, have won 37 gold Great Taste Awards since 2007.

Pipers Crisps latest flavour, Atlas Mountains Wild Thyme & Rosemary, is growing significantly in popularity. Gluten-free and suitable for vegetarians and vegans, the new botanical flavours are perfect for pairing with today's craft gins or to accompany light bites in 'food to go' settings - both representing fast-growing market opportunities.

Premium crisps such as Pipers are flourishing within the crowded snack market and are an important 'must stock' item for independent retailers. The Pipers Crisps brand is a two-time winner of the prestigious DBA Design Effectiveness Award, reflecting the brand's strong on-shelf impact, helping to drive retail and foodservice sales. In early 2017 Pipers Crisps was voted 'Britain's Best Brand' of savoury snack for the fifth consecutive year in a survey of independent retailers. The London Stock Exchange Group recently named Pipers as one of '1000 Companies to Inspire Britain', the 2017 report celebrating the UK's fastest-growing and most dynamic small and medium sized businesses across the UK. The Pipers Crisps brand now has a Retail Sales Value (RSV) of £30 million.

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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 37 **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.

## Pictures and captions



Pipers Crisps latest flavour, Atlas Mountains Wild Thyme & Rosemary, is perfect for pairing with today's trendy craft gins or to accompany light bites in 'food to go' settings.

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## Media Distribution List

Pipers Crisps at Speciality & Fine Food Fair