



PRESS INFORMATION

Pipers Crisps named in 'The Fast 50'

Pipers Crisps has been named as one of the fifty fastest growing food and drink businesses in the UK. The Lincolnshire-based premium crisp maker appears on The Grocer's annual 'Fast 50' list for the first time in 2017, thanks to a remarkable 21.2% growth over the last two years.

James McKinney, Managing Director of Pipers Crisps, is delighted that the company has been recognised in this way. "I see this as much more than just an acknowledgement of the outstanding growth the company has achieved over the last two years. In fact Pipers Crisps has grown strongly every year since it began in 2004; this latest accolade recognises the long-term progress we've made thanks to our strong brand values, our dedicated staff and our loyal, ever-growing customer base," James says.

"That's not all; there's more good news to come," James suggests. "This year, our latest sales figures show further high level growth, reflecting strong demand for all our 'traditional' lines and a great performance from our recently launched 'Wild Thyme and Rosemary' flavour. This vegetarian flavoured crisp, which has proved an instant hit with consumers, was the first creation by our newly set up specialist 'taste panel team' who are using their sensory skills in new product development. This investment in using science to develop the best flavours, as well as other efficiencies and automation within our factory, will ensure Pipers Crisps stays ahead of the competition as Britain's tastiest premium crisp brand," James adds.

Pipers Crisps has developed its own routes to market from day one, selling into foodservice outlets and independent food retailers. These include food-to-go outlets, coffee shops, farm shops, delicatessens, pubs and bars. Pipers delivers directly from a number of its own regional hubs across



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the UK using its own vans, as well as supplying customers through selected distribution partners.

The company also exports extensively, now selling to 37 countries worldwide.

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Editors' Notes

Pipers Crisps was named in **The Grocer's 'Fast 50'** list of the UK's fastest growing food and drink businesses, compiled by Catalyst Corporate Finance (the UK business of Alantra) and published on 28 October 2017. Pipers Crisps achieved sales of £9.8m with a 21.2% 2yr CAGR. Sales grew by another £1m in the year to 31 January 2017 and pre-tax profits were a healthy £500k after investment in efficiencies and automation.

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 and the entire Pipers Crisps range is gluten-free, wheat-free and barley-free. 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 37 countries worldwide.



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Pictures and captions



Photo credit: The University of Nottingham



James McKinney, MD of Pipers Crisps, is delighted that the company's growth has been recognised in The Grocer's' Fast 50' listing.

Pipers Crisps' latest flavour, Wild Thyme & Rosemary, is proving a hit with consumers.

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Media Distribution List

Pipers Crisps in The Grocer's 'Fast 50'