



# PRESS INFORMATION

## Pipers Crisps wins Chefs Choice Award

Pipers Crisps is proud to have won the 2018 Chefs' Choice Award 'Crisps and Nuts' category for its Atlas Mountains Wild Thyme and Rosemary flavour premium crisps. The Chefs' Choice Awards are a showcase for the UK's finest foodservice products, recognising quality, innovation, creativity and great taste in frozen, fresh, chilled and ambient product categories.

Katy Hamblin, marketing manager at Pipers Crisps, is delighted by the win: "We're very proud to have won the prestigious Chefs' Choice Award for Crisps and Nuts. These Awards are highly coveted, because they are judged by chefs, whose focus is flavour. The Award recognises the effort we put into our premium crisps to ensure bold flavour innovation, product quality and great taste," Katy adds.

The winners of the Chefs' Choice Awards are decided by a highly experienced panel of judges, made up of food technologists, chefs, culinary research and development managers, as well as end-users such as food developers working for national pub chains. The judges mark against strict criteria that consider innovation, quality, consistency, taste and texture. It takes more than two days of judging - tasting, touching and savouring the products - for these industry experts to agree on the winners.

This Chefs' Choice Award comes hot on the heels of Pipers Crisps being voted Britain's 'Best Brand' of savoury snack. The Lincolnshire-based premium crisp maker has now won that accolade six years in a row, once again topping the poll in an annual survey of speciality food products on sale in UK delicatessens, farm shops and food halls.

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## Editors' Notes

Pipers Crisps was recently voted **'Britain's Best Brand'** of savoury snack for the sixth consecutive year in a survey of independent retailers (delicatessens, farm shops, food halls) by Fine Food Digest, January 2018.

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 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; Delicias Jalapeno & Dill; 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.

## Pictures and captions



Pipers Crisps Wild Thyme & Rosemary was the winner in the 2018 Chefs' Choice Awards



Pipers Crisps is among the winners of the Chefs' Choice Awards

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## Media Distribution List

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