



PRESS INFORMATION

Pipers Announces Packaging Redesign

In a move aimed at keeping themselves ahead of their competitors, Pipers Crisps has announced a significant packaging refresh. The new design development gives more emphasis and personality to the ‘Piper’ man, who is becoming synonymous with the brand. The new design introduces the ‘Live life full of flavour’ concept and clearer nutritional messaging to the back of packs. All other aspects of the brand and packaging remain the same, including the bold pack colours themselves.

Katy Hamblin, Marketing Manager at Pipers, says: “We’ve based this new redesign on semiotic studies (research into the impact of signs in communication) as well as the feedback we’ve had from our customers and end-users. Pipers Crisps is perceived as a brand of substance which leads the way in the marketplace. As a strong brand we do things our own way, so it’s important to keep the Pipers brand moving forward, ahead of what our competitors are doing. This brand development builds on the existing strengths of the Pipers brand, which for end-users is all about snacks as they should taste, and for retailers is all about great shelf presence,” Katy adds.

The new packaging will be introduced during May 2018.

Pipers Contact Details: Tel 01652 686960, www.piperscrisps.com

Ends

Editors’ Notes

Data sources: * Mintel Snacks Report 2017, Kantar 52 w/e 31st Dec 2017

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.

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.



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Pipers Crisps were 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 ten 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.

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



New Pipers packaging design.

PR Contact Details

Katy Hamblin at Pipers Crisp Company Tel: 01652 686 960 or

Peter Benians at Simply Marketing Tel: 01435 863 432, peter@simplymarketing.co.uk

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