



PRESS INFORMATION

Pipers launches 'Crispeas' range

Pipers Crisps is proud to announce the launch of a new range of highly innovative snacks designed to tap into the fast growing 'better for you' (BFY) sector. Pipers Crispeas are a fresh take on the British pea, available in three delicious flavours - Matar Paneer, Salsa Verde and English Mint - offering a low calorie (less than 95 kcal per pack) source of protein and source of fibre snack, with all the bold taste associated with a Pipers snack. Pipers Crispeas are gluten-free, wheat-free, barley-free and suitable for vegetarians.

The healthy snacking market is growing fast, and showing no sign of a slow-down. The total BFY market is now worth nearly £125 million (9.3% year on year growth) and over half the population is now buying into the BFY category. In this segment two-thirds of shoppers are repeat purchasers and healthy eating snacks are being bought far more frequently, up to six trips a year.

Katy Hamblin, Marketing Manager at Pipers, says: "We've looked carefully at the trends that are driving the healthy snacking market. It's clear that there are two key factors; taste and nutritional benefits. Protein as a cited benefit is an important global food trend with over 50% of consumers citing the need for more protein in their daily diet. But, overall, taste is still the key driver for snack purchasing consumers. That's why we've combined three delicious flavours for our British peas, which are already naturally low in calories as well as a source of protein and fibre," Katy adds.

Pipers has designed the three new Crispeas varieties to satisfy a wide range of tastes at different times of the day. Crispeas will be particularly popular in the thriving 'food-to-go' sector; great alongside sandwiches and salads. They are expected to be a big hit with 18 to 34 year olds, who



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represent the most significant snack-buying segment and who lead the healthy eating revolution looking for nutritional benefits and lower calorie options.

The new range of Crispeas will uphold Pipers' famous brand attributes, combining great taste, quality ingredients and provenance. The new packaging design will convey to customers that the Pipers brand is different; it's a brand of substance, leading the way with meticulous attention to detail.

To support the launch of Crispeas, Pipers will be attending trade shows such as Speciality & Fine Food Fair and Lunch! In addition, Pipers will attend more than 40 consumer-facing events in 2018, including the Carfest North and South, driving sampling and awareness through pop-ups.

Pack sizes are 21g with a RRP of £1.19. Case sizes are 18 x 21g, with a product shelf-life of three months minimum (d+12 weeks). Available from 14th May.

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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.

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.



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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 Crispeas are available in three flavours.

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Media Distribution List

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