

Create a Crisp! By providing a multipack that includes unsalted crisps and a range of 10 flavour sachets, a new crisp brand gives consumers the opportunity to create their own crisp flavour!

Submitted by: Blue Lizard Marketing

Wednesday, 7 March 2018

Are you bored of the same old crisp flavours? Ever wished that could create your own flavour? Well, prepare to be amazed...

Do you remember the brand Salt and Shake, that came with a little blue sachet of salt that - after digging out of the bag - you tore open and sprinkled over the crisps? Well, Create a Crisp have taken the concept of seasoning your own crisps to a new dimension, by offering a multi-pack of crisps that comes with a range of 10 different flavour sachets!

This allows you to mix and match seasoning sachets to create your very own flavour of crisps, and with a choice of 10 flavours per multipack, there are - quite literally - hundreds of different flavour combinations.

Use their reduced fat, crinkle-cut crisps as your canvas, and think of the flavour sachets as your paint - a delicious and unique piece of potato crisp artwork is the inevitable result!

Perfect for sharing with the whole family, in just a few simple steps and with a dash of creativity you can proudly claim to have created your own crisp flavour. Simply select your flavour sachets, sprinkle over the crisps, pinch the top of the bag and then shake, shake, shake.

Why settle for Salt & Vinegar or Cheese & Onion, when you can have Prawn & Lime, Cheese & Tomato, or Steak & Garlic? Or indeed any combination of the 10 flavours provided, which are: Chicken, Black Pepper, Tomato, Roasted Garlic, Tangy Prawn, Thai Sweet Chilli, Lime, Steak and Cheese.

Add two sachets, add three, or go crazy and add all ten - the choice is yours!

Tom Lock, the founder of the company behind the brand, says "For too long, consumers have had their crisp flavours dictated to them by manufacturers. Not anymore. With Create a Crisp (<https://www.createacrisp.com>) we are putting the flavour power where it belongs - in the hands of the person who actually eats the product." He added, "we provide everything you need to create your very own crisp flavour - the rest is up to you".

The Crisps, Savoury Snacks and Nuts market was estimated to be worth £3.9bn in 2017 in the UK alone, with potato crisps accounting for almost half - at £1.4bn. Crisps have long been a staple in British households, and in 2017 were regularly eaten by 90% of adults.*

Create a Crisp is available in Waitrose stores nationwide and on Ocado, priced at £1.70.

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*According to Crisps, Savoury Snacks and Nuts - UK, a report by Mintel released in January 2018.