

THE STORY

Would you believe us if we said
you're holding the world's first
fully recyclable paper
crisp packet?

Well, believe it, baby. Billions of
other crisp packets (we shan't name
names) are either incinerated
or sent to landfill every year.
But not this one!

Here's how we see it: It was our
job to spend years painstakingly
developing the first recyclable
paper crisp packet. Now it's your
job to eat the crisps.

We're a team — equals pequals.

As soon as you've finished eating
the delicious crisps inside,
just pop this bag in the paper
recycling. Winner winner,
crisp dinner!

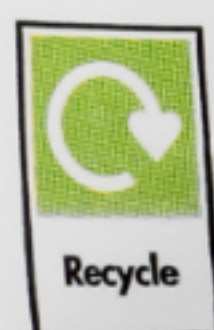
www.britishcrisp.co

OUR AWARDS



*Winner Eco Packaging Category.
Survey of 8,000 people by Kantar.

40g e



RECYCLE
ME WITH
PAPER



SEA SALT HANDCOOKED CRISPS

INGREDIENTS

Potatoes, Rapeseed Oil, Sea Salt.
Allergy advice: free from all allergens.

NUTRITIONAL INFORMATION

TYPICAL VALUES	PER 100g	PER 40g
ENERGY	2029kJ/486kcal	812kJ/194kcal
FAT	28.6g	11.4g
OF WHICH SATURATES	2.8g	1.1g
CARBOHYDRATES	50.8g	20.3g
OF WHICH SUGARS	0.5g	0.2g
FIBRE	7.1g	2.8g
PROTEIN	6.3g	2.5g
SALT	0.89g	0.36g

Store in a cool, dry place away from direct sunlight.
Packed in a protective atmosphere.

Made in the UK for
The British Snack Co.
PO Box 477
Walton on Thames
KT12 5XE

hello@britishcrisp.co

BEST BEFORE END