



REAL
HAND COOKED

**GUIDE TO
SNACKING**

100%
Gluten Free

100%
Vegetarian

No Added
MSG

Hospitality
Exclusive Brand





A nation of snackers

Most of the UK population snack on a daily basis.¹ This offers a real opportunity for hospitality venues to drive sales and profits.

The nation's love of snacks is set to continue with younger people snacking more frequently and it is also the younger age group who are more likely to snack out-of-home.¹

Snacking offers hospitality venues a rare opportunity in the challenging times ahead. History tells us that snacking increases in a recession - as it remains an affordable luxury. Upselling a pack of snacks to every customer who orders a drink is a fairly simple way to put much-needed cash in the till.

Importantly, crisps and savoury snacks are the **No.1 purchase alongside a drink and a sandwich for hospitality venues.**²

Whether you offer sit-down or take-away meals, or snacks to accompany a drink, the inclusion of snacks is a must for all hospitality outlets.



Stocking great tasting snacks is key, as the main reason for purchasing crisps is as a treat, so there has to be no compromise on taste.

After all, a treat is a treat, it's got to taste great!

As businesses and consumers alike are impacted by the rising cost-of-living, it is even more important than ever that, when customers do visit your venue, you trade-up their purchase.

Ensuring your snack offering is well stocked and displayed will help your business take advantage of the **40% of consumers who impulse shop their snacks² and we know that display can increase snack sales up to 80%.³**

Display the right range of snacks and flavours to drive incremental sales.

Matthew Smith

Marketing Director, REAL Hand Cooked Crisps



Crisps are the Nation's **No.1 snack**, eaten by 8/10 people¹

Men are more frequent eaters of crisps or crisp-style snacks¹

Crisps are the **No.1 snack** to buy alongside a drink and/or sandwich in hospitality²

8/10 have visited a hospitality venue in the last three months²

Younger people snack more frequently...
...and are more likely to snack OOH¹

Over 7/10 have visited a coffee shop in the last three months²

Customers are prepared to pay **up to 30% more** for premium snacks⁴

Over 6/10 have visited restaurants, cafés and pubs or bars in the last three months²

Maximising the opportunity

REAL Hand Cooked Crisps has been a top 3 supplier of premium crisps to the hospitality sector for over 20 years.

We are a family-owned company, and proudly use only British and Irish potatoes to make hand cooked crisps with attitude.

Your customers will love them and keep coming back for more - all from a brand **only available to the hospitality sector.**

To boost your snack sales, we promise you:

- An award-winning, 100% gluten free and vegetarian range
- Consistent quality
- In-depth expertise
- Eye-catching POS that boost your sales!
- Support from an experienced team dedicated to hospitality

“SO MUCH BETTER THAN OTHER BRANDS...!”

Craft Gin Clubbers, August 2018

As a **hospitality-exclusive brand**, we are thrilled to be playing our part in supporting unemployed people - and backing the hospitality industry.

A REAL PARTNERSHIP:


Supporting unemployed people to get jobs in the hospitality industry
www.springboard.uk.net

The Springboard Charity supports unemployed people to gain the skills, knowledge and experience needed to flourish in a lifelong hospitality career. This in turn benefits the industry by futureproofing the talent pipeline.

To find out more visit: www.springboard.uk.net



Vegan



Vegetarian



Vegan



Vegetarian



REAL

HAND COOKED

The REAL hospitality exclusive range

100% Gluten Free
100% Vegetarian
No Added MSG

Vegan



Vegan



Vegan



Vegan



Vegan





It's all about great taste

Taste is the biggest driver of snack choice, with long-established flavours such as Ready Salted, Cheese & Onion and Salt & Vinegar, remaining as popular as ever.

8/10 consumers say it's fun to try something new - and we know that certain flavours are more appealing to particular groups of people.¹

Young and male customers tend to prefer meaty options - and for some, the hotter the better!

The more mature consumer does tend to stick to the more traditional, but a twist on an original may also tempt!⁵



"Rich and fruity with a full whack of heat that makes the mouth glow."



"These crisps appear golden and very appealing, we love the well cooked potato aroma, and the snap and crunch is bang on!"



"There is really satisfying heat from these which builds a little and makes these dangerously moreish."



"We enjoyed the mix and level of spice... Outstanding, moreish and satisfying crisps."



Right flavour for the right consumer GREAT TASTING PROFITS!

Established Classics



Must-have flavours for any outlet

Mighty and Meaty



Loved by male customers

Fiery Favourites



A REAL hit with men and younger customers



The REAL deal

REAL is a **hospitality-exclusive** range of premium hand cooked crisps with award winning flavours that will delight your customers.

The right offering of quality branded snacks can help drive more cash through your till.

REAL Hand Cooked Crisps have so much to offer your business and your customers:

- 9 flavours including unique meaty favourites
- Award winning flavours
- Made with British and Irish potatoes
- 100% gluten free
- 100% vegetarian – with 6 vegan recipes
- No added MSG
- Available in 35g and 150g bags



REAL has a range of fun and vibrant FREE POS, see pages 12 and 13.

Read on to learn how REAL Hand Cooked Crisps can help benefit your business.

“VERY TASTY, NOT LIKE HIGH STREET CRISPS”

Craft Gin Clubbers, February 2022



“ PERFECT CRISPY CRISPS.
A GROWN-UP CRISP.”

Craft Gin Clubbers, February 2022

The British Pub - a cultural institution

The social pub gathering is a well-subscribed British institution - whether celebrating the end of the working day, or just meeting-up with friends and family.

Jointly tucking into nibbles, snacks and crisps set out in the middle of the table is the perfect downtime moment to catch up and take a breath!

Following two years of lockdowns and on-trade restrictions, there is a welcome rise in consumers claiming to drink out-of-home on a weekly basis (+6%) and a decrease in at home consumption (-8%).⁶

The main drivers for going to the pub is to meet others for social interaction - 41% with friends and 28% with family - the two things most missed during the pandemic restrictions.⁶

Plus for those with children, the pub brings a welcome change of scenery (23%) and for 18-24s the pub provides atmosphere and the general buzz of socialising (25%).⁶

- Pubs and bars are the most popular hospitality outlet to buy and eat hand cooked crisps.²
- The strong flavours of REAL, set us apart from other snacks - and make them a perfect accompaniment to a hot or cold beverage.
- Snack sales increase by up to 80% when they are made more visible.³
- 8/10 consumers say trying new snack flavours is 'fun'.¹
- Pub goers are willing to pay over £1 for premium snacks.⁷

Our top sellers⁸

1



2



3



4



5



6





REAL pub talk

Premium offering

Consumers are willing to pay more for premium snacks. **Over 70% of pub goers** do not recall the price of crisps or believe they typically pay over £1 for them.⁷

Eye catching display

Display is crucial to your sales - **snack sales increase by up to 80%** when made more visible.³

All about POS

Bar runners are a great way of drawing attention to your crisp offering when customers are at the bar. And a clipstrip is an eye-catching and simple space-saving way to display the flavours you offer.

REAL has a range of FREE eye-catching Point of Sale, for more details see pages 12 and 13.

Hospitality exclusive

REAL Hand Cooked Crisps are a **hospitality-exclusive brand**. By stocking REAL, your pub can deliver a premium offering that your customers cannot buy from retailers.



Pubs and bars are the **most popular** hospitality outlets for buying and eating hand cooked crisps²

Snack sales **increase by up to 80%** when made more visible³

We asked consumers what appeals the most, when looking for a snack to accompany an alcoholic drink...⁵



Good crunch & texture



Premium quality



Strong flavour

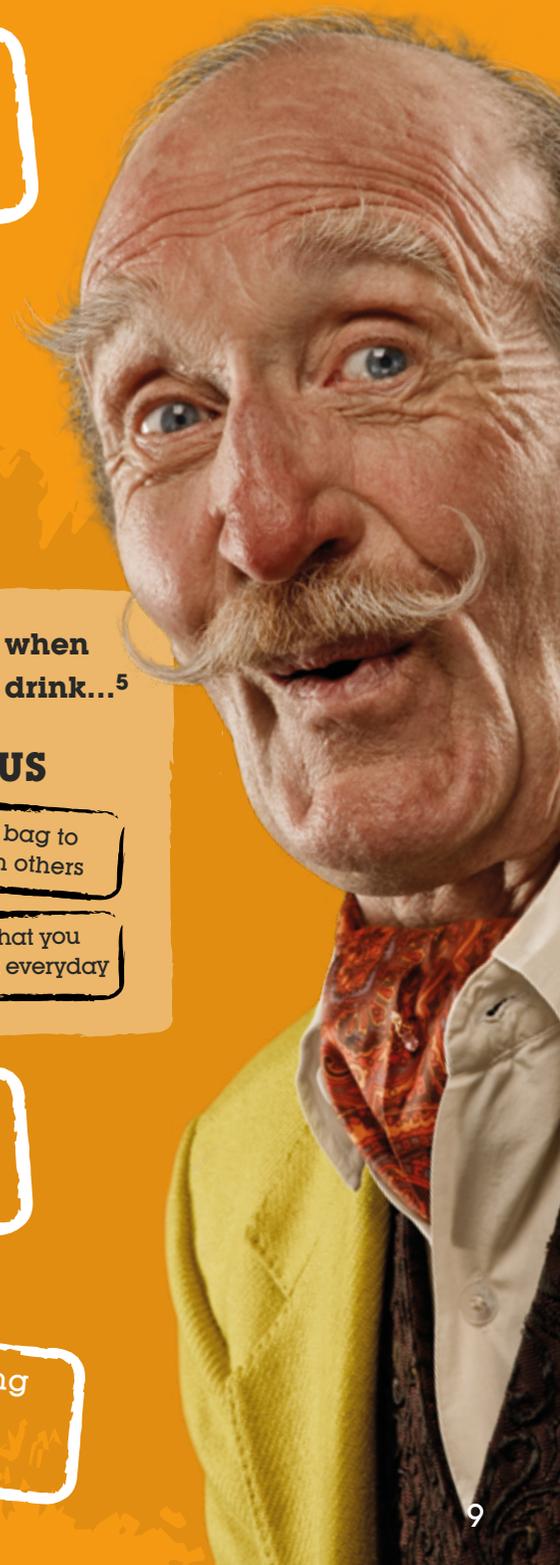
PLUS

A bigger bag to share with others

A brand that you wouldn't eat everyday

40% of hand cooked crisps are bought on impulse²

Pub goers are willing to **pay over £1** for premium snacks⁷





Cafés and delis with extra crunch

Café culture is here to stay. We are in love with our lattes, treating ourselves to speciality teas or grabbing a delicious bite to eat.

The snacking opportunity now extends throughout the day and crisps, especially more premium hand cooked crisps, can provide an opportunity to increase spend. Many people see them as the perfect accompaniment to a hot or cold drink.

Taste remains the single biggest factor when choosing a snack so shout about your flavour range. Bolder is better, customers tell us our REAL Jalapeno Pepper and Roast Ox flavours really stand out. Hand cooked crisps are a (thicker!) cut above and are seen as a premium snack for which **consumers are willing to pay up to 30% more.**⁴

The top 3 reasons for buying hand cooked crisps²

1. On impulse
2. Part of the meal deal
3. The display caught my eye

We know that the right range on display can drive impulse sales and trade up your customers' purchases.

Snack sales increase by 80% when made more visible³



Top tips

Getting the display right makes a huge difference.

Position REAL Hand Cooked Crisps in key footfall areas **to drive impulse sales.** REAL counter top units are great at holding additional stock and the vibrant branding will draw your customers' attention.

Snack time is any time

Tap into in-between meal occasions and ensure your customers can see your range of crisps to support impulse purchases.

Meal Deals

Adding a premium snack range such as REAL to your meal deal, will help elevate your lunchtime offering.

Make a suggestion...

Around **8/10 of your customers eat crisps**¹ which offers a great window of opportunity! Our research shows that **almost half of customers simply don't think** about crisps when ordering a drink.⁷

Upsell

Encourage your staff to ask every customer if they would like some crisps.



“ We stock REAL crisps as their quirky packaging really stands out and drives sales right off our display unit.

Being able to offer something different is great. I don't just want to offer what's available everywhere else and as REAL Crisps are hand cooked and premium they meet our needs perfectly.

Our best-sellers are the classic flavours of Sea Salt, Sea Salt & Cider Vinegar and Strong Cheese & Onion, but I'm always open to try other flavours, as are my customers.

We particularly like the larger pack size. Customers often eat them whilst they wait for their freshly prepared sandwiches and they really help us boost price margins.

We always look out for REAL Crisps at the Cash & Carry - it's our No.1 brand of choice for crisps.”

Duane Mee
The Barn Café,
Rockingham

“ **PREMIUM CRISPS WHERE YOU GET A SATISFYING CRUNCH WITH AN EXPLOSION OF FLAVOUR** ”

Craft Gin Clubbers, February 2022

Crisps are the **Nation's favourite snack**¹

Crisps are the **No.1 Snack** with food or drink in hospitality²

Coffee shops are the **No.1 visited hospitality venue** with 7/10 of us visiting²

Cafés are the **2nd and 3rd most frequented hospitality venue**²





Point of Sale & display

Snack sales increase by up to 80% when they are made more visible³ and we know from our own research that 40% of customers simply don't think about ordering snacks when ordering a drink.⁷

To make your REAL Hand Cooked Crisps attract more attention, we provide impactful Point of Sale.

Free REAL POS

Scan here



or visit www.realcrisps.com/POS to see the full range of FREE POS and to order

Crisps are the **No.1** snack in hospitality²

Impulse is the **No.1 driver** for hand cooked crisps purchases in hospitality²

Snack sales increase by **80%** when made more visible³

8/10 have visited a hospitality venue in the last three months²

Introducing Zane, our latest REAL character for Smokin' BBQ. Zane was discovered through an on-pack promotion offering the chance to **"be the new face of REAL"**!

Watch this space for more character promotions and supporting POS from REAL!





3 Tier Cardboard Floor Standing Unit



Clipstrip



Single Tier Display Cardboard Unit
(also available as a 2 Tier Display Unit)



Bar Runner



Coasters



6 Tier Metal Stand



History and heritage

Born in 1997 in Newport, South Wales, REAL Hand Cooked Crisps is a British success story.

Our crisps are made from carefully selected British and Irish potatoes.

Each step of the cooking process is subject to rigorous quality control to ensure every pack delivers our trademark golden crunch and flavour punch.

Cooked low and slow, every single crisp is carefully checked to make sure it reaches consumers fresh, delicious, crunchy and punchy!

We are part of Tayto Group which was established in 1956 by the Hutchinson family, who continue to own and manage the business today.

We are proud to be the largest family-owned and British-made crisps and snacks business in the UK.

To find out more visit taytogroup.com



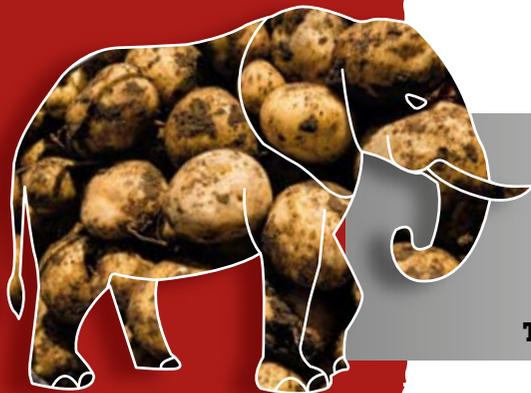


Tayto Group are proud to support British farming and support over 70 farmers across the British Isles, some of whom have been growing potatoes for us for over 60 years.

We use over **1,600 tonnes of potatoes** a week and our potatoes are delivered fresh daily. The majority of our potatoes are from the fertile lands of Lincolnshire, Yorkshire, Nottinghamshire and North East Ireland.

We select potatoes for their taste, crunch and crisping capabilities and are experts in farming potatoes to make the perfect crisps. We select from a short list of around 20 specialist crisping varieties.

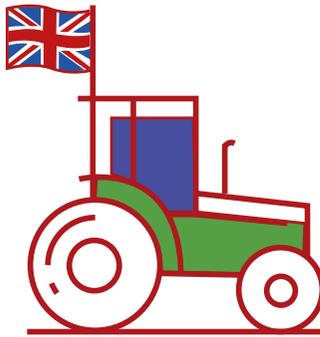
Preparation and planning are vital, it takes just **14 minutes from potato to packet** and **every second 5 potatoes are made into hand cooked crisps.**



DID YOU KNOW?

We use over
1,600 TONNES
of potatoes a week!

That's the same as **380 ELEPHANTS!**



SUPPORTING 70+ FARMERS IN THE BRITISH ISLES

Some of our farmers have been growing potatoes for us for over 60 years!

The majority of our potatoes are from Lincolnshire, Yorkshire, Nottinghamshire and North East Ireland - which has helped shape our business - with our three crisp sites in prime locations to these fertile lands!

In Northern Ireland we famously still make crisps in Tandragee Castle and we have sites in Central England in Northamptonshire and in North Lincolnshire.

All of our UK growers are **Red Tractor** assured.



**FRESH UK
POTATOES
DELIVERED
DAILY**





1. Mintel UK Crisps, Savoury Snacks & Nuts Market Report 2022
2. Norstat Hospitality Snacking Research - August 2022
3. HIM! Foodservice Research 2016
4. CGA Strategy Research 2016/2017
5. Craft Gin Clubbers (1,500+) - March 2021
6. Bray Leino Food & Drink Report 2022
7. Norstat Hand Cooked Pub-Going Consumers (2,500) - November 2020
8. Tayto Group Sales - 52 w/e Dec 2022

As well as REAL crisps, we have even more snacks to help hospitality venues have 'Snacking Sorted'...

Pork Scratchings are a quintessentially British pub snack and Tayto Group is the No.1 supplier of pork snacks through our market-leading range – Mr Porky, Midland Snacks and The Real Pork Co.

To keep the whole family happy, why not stock up on Golden Wonder Animal Adventures as well.

To find out more visit taytogroup.com



SNACKING SORTED

