

Bags More Crisps from Ten Acre! Wonderful New Flavours and Stories for Everyone to Enjoy

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Get ready - more crunch is coming! The award winning and deliciously quirky snack brand Ten Acre have launched two incredible new varieties of premium hand cooked crisps. Their innovative and fun range now includes the tantalisingly tasty **Pastrami in the Rye** and **When the Pepper Crack'd**.

Why we are so special

Ten Acre hand cooked crisps have the extra bite of their unrivalled "Free From *Plus*" credentials. It means they are gluten, dairy and MSG free, vegan, halal and kosher - plus great tasting too! The crisps are made using great British potatoes, right here in the UK. The new additions come hot on the heels of four Great Taste 2015 awards, including stars for The Day Sweet and Sour Became Friends and When Hickory Got BBQ'D crisps. All of Ten Acre's crisps are now also available in 135g 'sharing' bags.

Pastrami in the Rye - An evocative version of the New York deli classic, combining the smoky taste of Pastrami in a vegan crisp. 40g and 135g

When the Pepper Crack'd - The spicy taste of cracked black pepper, combined with the crunchiness of great British potatoes. 40g and 135g

Telling tales

It has been almost two years since the Ten Acre brand burst on to the snacking scene - heralding a new era for the category. After spotting a gap in the market for all encompassing snacks that everyone can enjoy - whatever their dietary requirements or lifestyle choices - Ten Acre was born. Created by Yumsh Snacks, the Ten Acre ethos is premium quality, great tasting snacks - with a large dollop of fun thrown in too! All of their snacks have quirky flavour names and their very own whimsical tale! Visit the book shop at Ten Acre village to discover and devour them all - www.tenacresnacks.com.

Tony Goodman, CEO at Yumsh Snacks, said: *"Consumers, retailers as well as foodservice operators have been demanding even more Ten Acre - so how could we refuse? Our snacks are great tasting and suitable for everyone. We take our credentials very seriously - and both of our new flavours are suitable for those who are gluten and dairy free, as well as vegan and vegetarian. It is this flavour innovation which makes us so unique, and which we are so passionate about. But we also like to have lots of fun too - it's in everything we do!"*

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