Jacob's Premieres Cracker Crisps Advert

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- Advert premiered on 13th July
- Advert celebrates United Biscuits' biggest 2015 product launch
- Cracker Crisps offer consumers all the crunch, taste and flavour of a crisp – in a cracker!

Watch the new advert on YouTube.

United Biscuits (UB), the leading international manufacturer of biscuits, snacks and cakes, has yesterday launched the latest advert for savoury brand Jacob's, in support of its brand new range of bagged snacks, Cracker Crisps.

The new 30 and 20 second adverts air on high profile channels to support the launch of Jacob's Cracker Crisps into the UK.

Available in three variants – Sea Salt and Balsamic Vinegar, Thai Sweet Chilli and Sour Cream and Chive – Cracker Crisps are the flagship NPD for UB in 2015, offering consumers an irresistibly tasty snack, providing the perfect balance between crunch and crisp.

The advert sees Jacob's miniature hero, Jacob the Baker, hitting the campaign trail to eulogise about his new Cracker Crisps. With a nod to famous historical speeches, Jacob convinces the masses that his Cracker Crisps can have all the flavour and satisfying crunch of a crisp.

The £4.25m media campaign, including TV advertising created by Publicis and directed by Ulf Johansson from Smith and Jones, is the latest investment in the Jacob's Masterbrand campaign, which will receive a total of £14m support in 2015.

Ted Linehan, Director of Savoury Brands at United Biscuits, commented: "The response to our investment in the Jacob's Masterbrand campaign has already seen spectacular results, with savoury biscuits up 7% in value year on year, ahead of the 5% market average, not least helped by growth within our core brands such as Jacob's Cheddars (+16% in value YoY) and Jacob's Crackers & Crispbreads (+12% YoY).

"Through Jacob's Cracker Crisps we have used our experience with these brands, alongside targeted consumer insights, to develop a new product that delivers exceptional taste and texture, meeting evolving consumer needs in this space. This is a major launch for UB, cementing our position as the consumer go-to in sharable baked snacks".

The ad is being supported by a full social media, digital and PR programme, including the launch of the UK's first Savoury Cocktail Bar – a two-day pop-up in central London featuring a range of savoury cocktails developed by world-renowned mixologist Matt Whiley, complementing the flavours of the Cracker Crisps. Flavours included: Chilli Con Carne, Plum Spring Roll and Fish and Chips.

ENDS

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About United Biscuits

United Biscuits (UB) is a leading international biscuit manufacturer whose baking heritage goes back generations, with many recipes passed down since the 1800s. UB bakes some of the best loved sweet and savoury biscuits and cakes that are household names in their respective markets; supported by a strong culture of innovation to continually develop snack brands. Among UB's popular brand names are McVitie's, Penguin, go ahead!, McVitie's Jaffa Cakes, Jacob's, Jacob's Cream Crackers, Twiglets, Mini Cheddars and Carr's in the UK, BN, Delacre, Verkade and Sultana in Continental Europe and Haansbro in Nigeria.

As the leading manufacturer and marketer of biscuits in the UK and second largest in the Netherlands,

France, Belgium and Ireland, the company owns and operates 16 manufacturing facilities, of which seven are in the UK and has a strong footprint for growth, with products sold in over 130 countries.

UB is owned by Yildiz Holding – Owner of the master brands Ülker, McVitie's and Godiva, Yildiz is a global, snacking focused food company with over 320 brands in 49 different categories. With 72 factories in 14 countries, the company exports to 100+ countries and operates in a geography housing around 4 billion people. Yildiz is the world's 3rd largest biscuits' company and employs 46,000 people around the world.https://english.yildizholding.com.tr/

Company Contact:

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