New Jacob's Cracker Crisps Awarded Perfect Score

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The savoury snackers at Jacob's have taken the cracker aisle by storm with their new Cracker Crisps, after being awarded a perfect score of 50/50 in one of the industry's most respected taste tests.

Described by The Grocer as "*a big hit*," an overwhelming 90% of those who trialled the new Thai Sweet Chilli flavour hoped to pick up a packet in the near future, with over half planning to add them to their monthly shop.

Commenting on the results, Ted Linehan, Director of Savoury Brands at United Biscuits, said: "With Jacob's Cracker Crisps, we set out to develop a product that delivers the exceptional taste and texture today's consumers are looking for from their snacks. We couldn't be happier to see such a warm reception from one of the industry's top critical voices, and can't wait to hear from more consumers as they try the new products for themselves".

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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/

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