

## Ten Acre Joins Line Up at Munch-Ester Literature Festival - Discover Snacks That Tell Stories

Friday 23 October, 2015

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From The Amazing Adventures of Salt and Vinegar to How Chicken Soup Saved the Day - Ten Acre have penned some classics of their own! Now the award-winning creators of hand cooked crisps and premium popcorn - where every flavour has a story to tell - are adding some literary crunch to the Manchester Literature Festival.

Ten Acre will be offering sampling opportunities at a number of events at the two-week celebration of literature - which aims to help young people of all ages develop literacy skills and also inspire them into a love of stories and poems. The festival runs until October 25th and offers something for everyone; from well-known authors of bestselling novels to stand-up performance poets - there will be tours, talks and storytelling events with authors of cherished childhood favourites.

Literacy and storytelling runs through the DNA of Ten Acre. There are stories and characters behind every flavour of their premium crisps and popcorn. There is even an online Ten Acre village - a place where all of their characters live - and where anyone can become a resident.

Tony Goodman, CEO of Ten Acre, said: *"Here at Ten Acre, we are passionate about literacy, it plays such an important role in our brand. Not only have we penned stories for all of our flavour names - we have also created an online Ten Acre village, where our characters live and work. The Manchester Literature Festival is close to our hearts. Not only is it taking place in our home town - it also aims to inspire a love of literature. This is a message that we wholeheartedly support."*

The Ten Acre range features ten flavours of hand cooked crisps, including The Secret of Mr Salt, When the Cheese Met the Onion and The Day Sweet and Sour Became Friends. There are also seven varieties of premium popcorn - including Ambrose Popperley's Wasabi and Auntie Winifred's Sweet and Salty. All Ten Acre snacks are gluten, dairy and MSG free, vegan and vegetarian as well as halal and kosher - and full of fun!

Discover Ten Acre at Manchester Literature Festival on:  
Wednesday October 21st - Polly Samson & Virginia Bailey  
Friday October 23rd - Louis de Bernieres  
Saturday October 24th - Family Reading Day  
Sunday October 25th - Portico Prize: The Fiction Shortlist

### ENDS

**Editor's Notes:** For more information about Ten Acre and its range of hand cooked crisps and popcorn, visit [www.tenacresnacks.com](http://www.tenacresnacks.com) For more information about the Manchester Literature Festival, visit [www.manchesterliteraturefestival.co.uk](http://www.manchesterliteraturefestival.co.uk)

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