

PUBLICATION: Potato Business
DATE: February 20th 2019
MONTHLY UNIQUE USERS: 22,040

POTATOBUSINESS

supporting the potato industry worldwide



HAWKER'S SNACKS LAUNCHES LINE OF VEGAN CHIPS

BY POTATO BUSINESS / 20TH FEBRUARY 2019



HAWKER'S SNACKS LAUNCHES LINE OF VEGAN CHIPS

BY POTATO BUSINESS / 20TH FEBRUARY 2019

SHARE:



Hawker's Snacks has unveiled a new range of vegan popped chips. Made from soya and potatoes certified by the Vegan Society, the snacks come in Cheese & Onion, Smokey Barbecue, Sweet Chili and Salt & Vinegar flavors.

According to the company, the new products were developed to cater to the increasing demand for healthy vegan chips.

"The unique combination of soya mixed with potato, heated and popped gives up our point of difference, using no palm in the process. Each new variety has been carefully tried and tested to ensure they stack up in the flavor stakes, whether people are following a strict vegan diet, or are looking to try the latest innovation on the market our new collection offers something for everyone," said the company's founder Christ Christofi.

The new varieties are sold in bags of 23g in packs of 24 and are gluten-free, low in saturates and high in fiber. The firm has also been certified by the Orangutan Alliance – an organization which promotes the reduction of non-sustainable palm oil usage in consumer products – for not using the ingredient in its snacks. Hawker's Snack new chips are available for an RRP of GBP6.50. All flavors are said to have a shelf life of between 9-12 months.