History and Fun Facts
All about our products
The Potato Crisp
One of life’s simple pleasures

A fresh slice of quality potato, quickly fried in oil and gently seasoned. A perfect combination of texture, aroma and taste – the nation’s favourite savoury snack.

Potato Crisp Facts

1. Potato crisps were first made in 1853 by a Native American chef, George Crum, at the Moon’s Lake House hotel in Saratoga Springs, New York.

2. Did you know that, thanks to the efforts of UK manufacturers, that there is now 50% less salt in the average bag of potato crisps? Crisps and savoury snacks now contribute less than 2% to our dietary intake of salt.

3. The largest bag of potato crisps in the world weighed 1,141kg. It was made by Corkers Crisps in Pymoor, Cambridgeshire on 13 September 2013. Thankfully most bags are a bit smaller than this! Over 70% of all crisps and savoury snacks in the UK are sold in bags of 25g or less. Potato crisps are enjoyed as a tasty treat by over 90% of the UK population.

4. A staggering 96% of all potato crisps manufactured in the UK are made from homegrown potatoes. Manufacturers pride themselves on sourcing the highest quality UK raw materials wherever possible. Short supply chains allow close dialogue with suppliers, which in turn enables us to deliver consistently high quality products to the consumer.

5. In 2016 the most popular potato crisp flavour in the UK was Cheese & Onion. Golden Wonder launched the first Cheese & Onion flavour crisp in the UK in 1962. Companies like Tayto in Northern Ireland quickly introduced other classic flavours such as Smoky Bacon and Prawn Cocktail.
The health benefits of nuts are widely recognised. They contain vital nutrients (carbohydrate, fat and protein), fibre and many micronutrients in the form of vitamins and minerals.

Snack Nuts
Natural goodness

The most popular snack nut in the UK is the peanut. Around 50% of the nuts that we eat in the UK are peanuts. Technically they aren’t even a nut and are in fact legumes which grow under the ground (sometimes referred to as groundnuts).

1. Peanuts are rich in monounsaturated fatty acids which, as well as helping maintain a healthy heart, are a source of many important vitamins and minerals. Peanuts are also an excellent source of dietary protein; containing more weight for weight protein than most meats. They are a good source of many important micro-nutrients including Vitamins B1, B3, B6, E and B9, and minerals such as iron, magnesium and phosphorus. They are also high in dietary fibre.

2. The famous showman PT Barnum sold hot peanuts at his circus in the 1870s. However, it wasn’t until 1906 that a commercial method of roasting peanuts was perfected by Italian entrepreneur Amedo Obici.

3. Nuts are produced throughout the world. Snacks manufacturers use multi-origin sustainable sourcing, carefully assessing quality, food safety, cost and availability. Key producer countries include Argentina (peanuts), Brazil (Brazil Nuts, cashews), China (peanuts, walnuts), India (peanuts, cashews), Iran (pistachios), Turkey (hazelnuts, pistachios) and the USA (almonds, peanuts, walnuts and pistachios).

4. Almonds are high in dietary fibre and Vitamin E, which contributes to the protection of cells from oxidative stress. They are also high in Vitamin B2, which contributes to the maintenance of normal skin and vision, and calcium, which helps maintain normal bones and teeth.

5. The health benefits of nuts are widely recognised. They contain vital nutrients (carbohydrate, fat and protein), fibre and many micronutrients in the form of vitamins and minerals.
Savoury snacks are made from everyday staple food ingredients such as vegetables, fruit, grains (wheat, maize, rye, and rice), starch, vegetable oils and seasonings.

**Facts**

1. **Popcorn is one of the original snack foods.** Evidence suggests popcorn maize was farmed in Inca and Peruvian societies as early as 300 BC.

2. **Tortilla chips are made from milled corn mixed into dough, rolled into a sheet and cut into shapes.** They were invented in the late 1940s by Rebecca Carranza at her family's home in Los Angeles, California. She cut misshapen flour tortillas into triangles and lightly fried them to produce crunchy golden chips.

3. **Pringles were first introduced to the UK in 1991.** Made from a potato and cereal dough, they are shaped into a mould before frying which gives them their unique ‘saddle’ shape. Originally branded as “Stackers”, Proctor & Gamble sold the brand to Kellogg’s in 2012.

4. **Did you know that many savoury snacks are produced by mixing natural ingredients in a high pressure cooker and then forcing the mixture through a shaped opening?** This is called “extrusion” and allows us to create a whole variety of fun shapes and unusual textures. Products can be lightly fried or expanded in hot air before flavour is added.

5. **On average men in the UK eat 9g of snacks per day; women eat just 6g.** This is equivalent to 2 or 3 packets per week: most savoury snacks are sold in multi-packs (78%) and the average size of a packet is 24g.
A History of Savoury Snacks

Over 9,500 years of history

The Snack, Nut and Crisp Manufacturers Association (SNACMA) is the trade association for the savoury snack food industry in the UK.

SNACMA membership is open to any savoury snack manufacturer operating within the UK. Our current membership is responsible for over 90% of all UK sales, which allows us to speak with authority as the voice of the savoury snack industry. Further details on the information presented in this brochure are available on request from the SNACMA secretariat at the address below.

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