



## PRESS RELEASE

### Peter's Yard enters snack category with launch of three new baked crispbread bites

Peter's Yard is extending their range and moving into the growing baked snacks category with the launch of three new baked crispbread bites; Sea Salt, Five Seed and Cumin & Nigella Seed.

Sea Salt is light and crispy with the addition of Halen Môn Sea Salt. Five Seed has a more rustic texture with the additional healthy mix of pumpkin, sunflower, poppy, linseed and chia seeds. Cumin & Nigella Seed has a crunchy texture derived from linseeds and a warming flavour from the special whole spice mix that includes cumin, nigella, caraway, anise and fennel. Each flavour is based on a Peter's Yard's classic sourdough crispbread recipe made with high fibre, all-natural ingredients including organic whole-wheat flour, rye sourdough and organic fresh milk, before being cut into bite-sized rectangular pieces and hand-baked until golden and crispy.

The crispbread bites have been developed for various snacking occasions. They are the perfect base for bite-sized canapés with drinks and can be enjoyed on their own as a snack. They really come into their own when served alongside a dip, as their size and texture make them perfect for dipping without the risk of them breaking or being "double-dipped". Long time fan of Peter's Yard, Valentine Warner, has created a different dip for each of the three recipes, Creamed Spinach & Artichoke, Beetroot & Walnut and Creamy Onion.



The new range will have great shelf presence in store, packed into doypacks, a resealable plastic bag designed to stand upright on the shelf. Each flavour has its own distinctive coloured pack carefully selected to reflect the ingredients. RRP £2.40 for a 105g bag.

*Wendy Wilson Bett, Co-Founder of Peter's Yard said "We always listen to our consumers and we regularly hear that people like to snack on our crispbread, yet our current sizes and packs don't lend themselves well to that usage occasion. We dug into the data and a recent Nielsen Snack Report highlights that demand for snacks is driven primarily by both taste and health considerations with consumers unwilling to compromise on taste. Snacks with all-natural ingredients, baked snacks and snacks used for dipping are all growing at a phenomenal rate, so we are confident that our delicious crispbread bites will extend well into this category. NPD is a high priority for us as we continue on our mission to bring the best of Swedish-inspired baking to the rest of the world."*

The new crispbread bites will complement Peter's Yard's award-winning sourdough crispbreads. The original recipe crispbread attained a 3 star Great Taste Award and named a Top 50 product at the Great Taste Awards 2015. Judges described Peter's Yard's Swedish-style crispbread as "deliciously malty" and "the best biscuit for cheese out there".

**ENDS**

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**About Peter's Yard** [www.petersyard.com](http://www.petersyard.com)

Peter's Yard is an award-winning artisan bakery that makes authentic Swedish crispbread. Made using a traditional Swedish recipe with just five all-natural ingredients, the authentic crispbreads are high in fibre, free from anything artificial and use wholewheat flours, fresh milk, honey and naturally fermenting sourdough just as they would have been centuries ago in Sweden. Peter's Yard offer a variety of crispbread and pack sizes so there is a crispbread to suit every eating occasion. The combination of their light, crisp texture and simple, high quality ingredients make them the perfect partner for any topping but in particular when served with cheese.

Peter's Yard has set out on a mission to become **the** Swedish bakery company and is stocked in over 1000 independent delicatessens, cheese shops, specialist shops and farm shops and also in larger Waitrose stores and on line. The crispbreads are also served in some of the best restaurants in the UK.

Out of 10,000 entries into this year's Great Taste awards, Peter's Yard's Original Artisan Crispbread has been awarded three stars and also named as one of Britain's **Top 50 Foods**.