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SEABROOK CRISPS GOES GLUTEN-FREE

Iconic British brand, Seabrook Crisps is re-launching this spring with gluten-free accreditation and is the only mainstream brand to offer this across its entire range.

The brand has been given the official stamp of approval by Coeliac UK, the national charity for people with coeliac disease and new-look packs with the Charity's 'Crossed Grain' symbol will be available in the shops from April.

The Seabrook Crisps range is also suitable for vegetarians and doesn't contain any additives. Seabrook Crisps was the first brand to use 100% Sunflower Oil & Sea Salt to make its crisps.

Coeliac disease is an autoimmune disease and affects at least 1 in 100 people in the UK and Europe however, only about 10 – 15% of people with the condition are clinically diagnosed. Obvious sources of gluten include breads pasta, cereals, cakes and biscuits.

Sarah Sleet chief executive of Coeliac UK, said: "We know being able to purchase new gluten-free products is a top priority for people with coeliac disease, who must follow a strict gluten-free diet for life.

"We are working closely with both the manufacturing and catering industries to help them deliver good quality gluten-free choices for people with coeliac disease and are delighted that Seabrooks Crisps are recognising the importance of catering for this market."

Seabrook Crisps was founded in 1945 by father and son, Charles and Colin Brook in Bradford, where the business continues to be based. In recent years Seabrook has built on its strong presence in the north to become a £30m national brand and is in 1 in 5 households across the UK.

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Seabrook Crisps marketing director Kevin Butterworth said: "Seabrook Crisps has always had gluten-free ingredients but we know that gaining Coeliac UK's Crossed Grain symbol provides peace of mind to those with coeliac disease and we're really proud to be able to offer them more choice."

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Notes to editors

- **Core range:** Sea Salted, Sea Salt & Vinegar, Prawn Cocktail, Cheese & Onion, Beefy, Canadian Ham and Tomato Ketchup
- In 2012 Seabrook Crisps was voted the UK's Favourite Savoury Food Brand¹ and Britain's Coolest Crinkle Cut Crisp²

¹Marketing Week, Nunwood Research Jan 2012 ² Voted by CoolBrands for 2012 / 13