

MASTERS OF FLAVOUR & FABER



SAVOURSMITHS

A BETTER BREED OF SNACK

BRITISH FAMILY FARM, RUSSELL SMITH FARMS ENTER THE US SNACK MARKET WITH LUXURIOUS POTATO CRISP BRAND: SAVOURSMITHS

The family behind the award-winning Russell Smith Farms in Cambridgeshire, United Kingdom has entered into the US snacking category with the launch of SAVOURSMITHS (www.SAVOURSMITHS.com): an audaciously luxurious crisp brand made with potatoes harvested from their own British farm in Cambridgeshire. SAVOURSMITHS elevates the traditional snack through an epicurean breed of exceptionally indulgent, skin-on potato crisps in unashamedly flamboyant flavours.

Obsessive about the best ingredients and farming methods, the brand promises a better product of superb quality. Every crisp is cut from the family's home-grown British potatoes and hand-cooked in small batches. The whole range uses all natural ingredients and flavourings and is free from gluten, NON GMO and MSG. The SAVOURSMITHS love all natural products with nothing artificial. The skin is also kept on to retain important nutrients.

With SAVOURSMITHS they have created a potato crisp brand with luxurious gourmet crisps made with potatoes harvested from their British family farm in Cambridgeshire using only the finest ingredients. Their creative crisps are fuelled by the local fields and they are involved in the process from start to finish. Everything they do is made from scratch and they influence what is sown, when it is harvested and how our crisps get prepared. Mike and Colette hopes that their attention to detail along the journey both informs and is reflected in their decadent potato crisps.

SAVOURSMITHS was started in September 2016, soon after Mike and Colette (soon-to-be-married couple at the time) moved back to the family farm in an effort to diversify and take the family business in a modern direction. Food, family, friends and fun are important to them as individuals. Their objective for SAVOURSMITHS is to deliver pleasure through deliciousness and to build on the pioneering heritage of Russell Smith Farms and British Farming. The family has been farming potatoes since 1938 and understands the importance of traceability and sustainability, using accredited farming methods and championing sustainable agriculture to ensure culinary excellence.

They wanted to go above and beyond traditional plain flavours and play with unashamedly flamboyant combinations, but at the same time, grow, hand pick and cook all our potatoes in small, carefully prepared batches to keep strict control over quality.

“SAVOURSMITHS meets consumer demand by introducing an innovative and epicurean offering that is produced with the very finest ingredients - potatoes harvested at the family farm, alongside luxurious and all-natural international ingredients.”

There are so many astonishing flavours you can pair together that we were buoyed by the opportunity to play in this space. We love how the most luxurious ingredients and farm supplies translate so beautifully into a bag of crisps.

The SAVOURSMITHS Luxury Potato Crisp Range

Our range is available in five unique editions, each one created with decadent ingredients from across the globe, embracing new and exciting taste horizons. Bags are available in 40g, 150g sizes.



Bubbly & Serrano Chilli Tastier than the cat's meow!

The crisp bubble of Champagne is accented with a touch of sea salt and kick of Mexican mountain pepper Serrano chilli. The champagne in this flavour tickles the tongue like champagne bubbles. (Vegan)



Truffle & Rosemary Fiendishly Flirty Flavours!

Fresh sprigs of fragrant rosemary is combined with the decadent depth of real black Italian summer truffle with to create a unique snacking experience. (Vegan)



Desert Salt Salt of the Earth

Sourced from a pristine salt pan in the Kalahari Desert: Drawn up from an underground brine lake and dried in the sun, it's unrefined, unprocessed and 100% pure. This salt is full of vital essential minerals... Not your common or garden sea salt, this is a salt so far from ordinary we threw away the rule book! (Vegan)



Italian Cheese & Port The Big Cheese!

The mellow, smooth sweetness of port cuts through rich parmesan cheese for the ultimate snack.

Please don't hesitate to contact us if you have any questions!

US Stockists: The Fresh Market & Cost Plus World Market @ \$3.99 per 5.29 oZ

Social Media Handles:

Facebook: @SAVOURSMITHS

Twitter: @SAVOURSMITHS

Instagram: @SAVOURSMITHS

Website: www.savoursmiths.com

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Notes to Editors

Truffle & Rosemary and Champers & Serrano Chilli and Desert Salt are vegan, whilst
Parmesan & Port is free from meat.