

The Cornish Crunch

Summer 2011



The Cornish Crisp Company Ltd / Tel / Fax: 01579 383332

A-grade for first customer audit

The Cornish Crisp Company has received an A rating from SSP whose Pasty Shops stock Cornish Crisps in train stations across the UK.

The eight and a half hour audit carried out in August looked at all aspects of the company's operations including sourcing of ingredients, traceability, hygiene policies, manufacturing operations as well as employee training and social responsibility.

Sue Wolstenholme, Managing Director of The Cornish Crisp Company said: "We're thrilled with this result especially for our first audit and all credit is due to our small office and production team who go to great efforts to run a well organised factory and to ensure all our processes are carefully documented to ensure continued quality and traceability."

Mission launched to boost funds for Cornwall's Air Ambulance with sales of The 'Resuscitater'

The Cornish Crisp Company launched a new flavour in June in support of The Cornwall Air Ambulance Trust. The charity, which is financed entirely by public fundraising and donations, will receive a penny from every bag that is sold of the new unsalted crisp named The 'Resuscitater'.

Sue Wolstenholme, MD of The Cornish Crisp Co. said: "We've had a lot of requests from Cornish Crisp fans, to produce an unsalted crisp and so we're really pleased to be able to see these go on sale and help to raise money for a great cause at the same time. Cornwall Air Ambulance Trust is a service which is desperately needed and in great demand in the county."

And Sue added: "People often comment on the great potato taste of our crisps which is because of the varieties, not usually used for crisping that we make them with. Producing an unsalted crisp is the best way of celebrating and promoting that great Cornish 'tater' taste."

'Gratertater' wins Silver

The 'Gratertater' Cheese and Onion crisp has won silver in the 2011 Taste of the West Awards. Judges commented '...very good in their appearance; they have a lovely, handmade look to them and are not too uniform in their individual shapes and sizes.'



Paula Martin, Chief Executive for the Cornwall Air Ambulance Trust said, "This is a great example of a Cornish Company supporting a local charity. We hope the new flavour is really popular and proves to be both a top seller and a top fundraiser for this charity".

The 'Resuscitater' is available in boxes of 36 x 40g and 18 x 150g

A great cheese & onion taste, more subtle than the average cheese & onion which is no bad thing! Well worthy of receiving a **SILVER** award.'

The Cornish Crisp Co. is commissioned by:



European Agricultural Fund for Rural Development
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South West RDA



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We're on the Web!

See us at:

www.thecornishcrisp.co.uk



Did you know...

All of our cardboard inner tubes from our packaging and tapes are reused by schools and community projects for arts and crafts

Did you also

know... Since July 2009 we have recycled over 14,000 litres of used cooking oil.

Charity donations continue to rise with increased sales

Many thanks to all of our customers who have sold the Cornish Crisp and in turn have helped raise over £1500 for our supported charities over the past 9 months. The 'Gratertater' has once again come out top as the favourite Cornish Crisp flavour and a cheque will be finding it's way to Cornwall Community Foundation for £512.49.

Sales have been boosted over the past 9 months with lots of new customers coming on board and as a result, Surfers Against Sewage (*'The Agitater'*) will be receiving a cheque for £487.52. Hall for Cornwall's (*The 'Spectater'*) donation comes to £430.42 and ShelterBox (*'The Devastater'*) totals

£100.07. Cornwall Air Ambulance's (*'The Resuscitater'*) donation will be carried over to the next period. Rachael Clayton, Sales Manager for The Cornish Crisp Company said: 'We're really pleased to be seeing these donations increase as the company grows.'

Donations calculated from

01/11/10 -31/8/11

Potatoes and sunflower oil update

You may have noticed how our crisps look and taste a little different as the seasons change and the year goes on. This is because we use a number of different varieties of potatoes sourced from farms across Cornwall depending on which are the best for crisping as the seasons change.

In the winter and in early Spring you may find the

Cornish Crisps look a little darker, this is because the potatoes come out of the ground in May and June and are then stored to carry the supply on to the next season's crop. In the summer you will see the crisps are lighter as the potatoes are fried within days of coming straight out of the ground.

We do not use varieties specially developed and grown for crisp making

because they have so little flavour. Although easier to use, they don't have the real potato taste that we enjoy so much.

The cost of sunflower oil shot up in 2010 so we are currently researching the possibility of sunflowers being grown and pressed in Cornwall to make our sunflower oil in the future, to cut down on transport costs and other effects



We're keen to improve so please let us know how we are doing and what we can do for you!

The Cornish Crisp is dependent on its good reputation, therefore we need your thoughts, suggestions and comments on how we can create an even better product and service for you.

So if you have anything to say, we'd love to hear from you. Please do not hesitate to contact Rachael on info@thecornishcrisp.co.uk or (01579) 383332