

Factsheet

Selling only products we're proud of

Walkers & Nutrition

Walkers crisps are made from sliced, 100% British potatoes, which are cooked in Sunseed Oil and then seasoned.

At Walkers, our goal is to make our crisps and snacks as healthy as possible without compromising on taste.

This is an on-going priority. We also provide clear nutritional information on the label to help consumers make informed choices about a healthy, balanced diet.

Using healthier oil

Over the last few years, we have made a multimillion pound investment in research and development to make our crisps and snacks healthier.

As part of this investment, we now use Sunseed Oil in most of our products. This is a special type of sunflower oil, made from a rare breed of seed.

Sunseed Oil is a High Oleic Sunflower Oil (HOSO) and is one of the healthiest oils there is.

It is naturally lower in saturates (the ones to watch) and higher in mono-unsaturates than standard crisp cooking oils. It contains 80% mono-unsaturates, 10% poly-unsaturates and 10% saturates.

Monounsaturates are a type of fatty acid, found in high quantities in olives, rapeseed, almonds, cashew nuts and avocado. Poly-unsaturates, another type of fatty acid, are found in high quantities in hempseed oil, sunflower oil, corn oil and oily fish. Both mono and poly-unsaturates can help lower blood cholesterol, when used in place of saturates, as part of a healthy diet.

Saturates are most commonly found in high quantities in dairy products, cakes and confectionary, and high intakes can contribute to increased blood cholesterol levels.

Since 2007, all Walkers crisps and snacks have been cooked in Sunseed Oil. This has enabled us to reduce the saturated fat content of standard Walkers crisps by 70%, and to reduce it by 80% for Quavers, Monster Munch, Squares, and French Fries. In total, we have removed 20,000 tonnes of saturated fat from the British diet.

A 34.5g bag of Walkers crisps now contains 0.9g of saturated fat. This is less than 5% of the guideline daily amount (based on adults).



Keeping Walkers the nation's favourite

We undertook major taste testing when we switched to using Sunseed Oil to make sure that the flavour that has made Walkers the nation's favourite was unchanged.

We found that consumers noticed no difference in taste. This means that Walkers has been able to offer healthier crisps while maintaining the same great taste.

Reducing salt

As part of our commitment to healthier crisps, we have also reduced the salt levels in all our crisps.

From 2005 to the end of 2008 we reduced the levels of salt found across the Walkers range by between 25 and 55%. In 2009 we built on our progress and reduced the typical levels of salt found in our crisps by a further 10%. One 34.5g bag of crisps now typically contains half a gram of salt*, or 8% of an adult's GDA.

We have done all this without compromising on taste, which is why Walkers remains the UK's favourite crisp brand.

Broadening the Walkers range

As well as reformulating the existing portfolio, Walkers has also launched new, better-for-you products – Walkers Lights, Walkers Baked, and SunBites.

Walkers Lights

Walkers Lights is a traditional crisp that contains 30% less fat than regular Walkers crisps.

Walkers Baked

Award-winning Walkers Baked contains 70% less total fat and 45% less saturated fat than standard potato crisps. Each pack provides fewer than 100 Calories.

* Salt & Vinegar flavour contains 0.8g and Pickled Onion flavour contains 0.6g

SunBites

SunBites is Walkers first ever wholegrain snack. Each packet contains a third of the suggested daily amount** of wholegrain, an important part of a healthy diet.

Labelling for healthy choices

At Walkers, we know the importance of a healthy, balanced diet. This is why all our products have a front-of-pack Guideline Daily Amount (GDA) label.

This label shows the amount of energy and key nutrients provided in a portion of the product, and the contribution they make to the GDA for that nutrient, making it easier for consumers to make informed decisions about a healthy balanced diet.

Did you know...

... Salt is the common name for Sodium Chloride, and 1g of salt contains 0.4g sodium.

... Data from the Government's National Diet and Nutrition Survey indicate that for adults savoury snacks contribute only 2% total sodium intake, 3% total fat intake and 5% total calorie intake.

... In 2009 alone, Walkers removed the equivalent of 150 tonnes of salt from the British diet.



**2005 Dietary Guidelines for Americans

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