

Behind

the bar

See the complete
range for your bar...



Make *bags*
more sales
from bagged
snacks

Discover the
top brands
for on-trade

Get the
download
on upping
sales!

snac**K**Partners

A complete bar snack range for all your customers.

PREMIUM

YOUR STAR PERFORMER



YOUR STAR PERFORMER

Source of PROTEIN High in FIBRE



Tyrrells - the UK's **No.1** Handcooked Crisp brand in premium crisps*

KP Nuts - UK's **No.1** Nut Brand*

HUNGER FILL / EVERYDAY

YOUR STAR PERFORMER



NUTS ARE ALSO AVAILABLE AS PUB CARDS

YOUR STAR PERFORMER



McCoy's the UK's **No.1** Ridge Cut Crisp and favourite meal deal choice*

KP Nuts - The **No.1** branded nut in Bars**

FAMILY & BETTER FOR YOU



UNDER 100 Cals



under 100 cal



Hula Hoops - **TOP 5** UK snack choice meal deal*

Pom-Bear - a family favourite and **No.1** snack in QSR & Leisure**

Range - Stock a permissible, family friendly range

Star Performers



Tyrrells
hand-cooked English crisps



Key Stats for snacks

Pubs need to tap into more smaller occasions in the day to drive sales

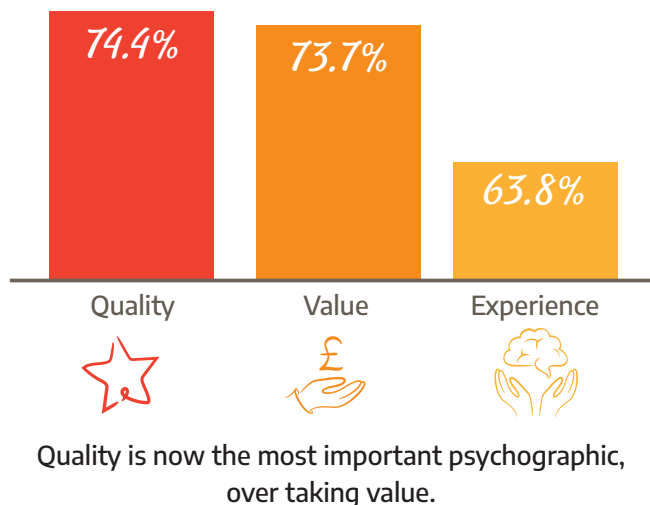
Consumers are increasingly visiting pubs and bars on a Friday and Saturday.

Over **9 in 10** consumers are planning to buy snacks more often.

On average consumers will typically purchase **2 bagged snacks** for themselves/table.

£3.54
Avg Bagged Snacks spend per visit

WHAT YOUR CUSTOMERS ARE LOOKING FOR



Key stats

1 in 10 c. 5.5 million adults visit pubs and bars each week

Market is set to grow **+1.9%** in 2027

Footfall is **increasing** year on year

10% visit a pub 4-6 days a week

Average spend per person per visit **£16.15**

Crisps most consumed snack when out at pubs and bars

Footfall remains highest with 25-34s and 65+

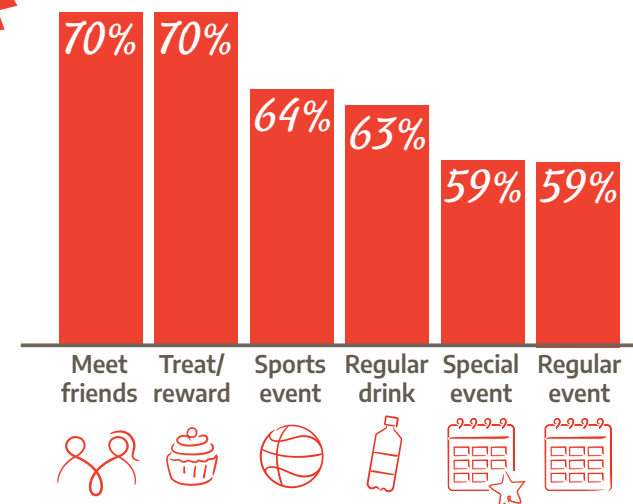
78%

agree that it is important in Pub/Bar to offer Bagged Snacks*

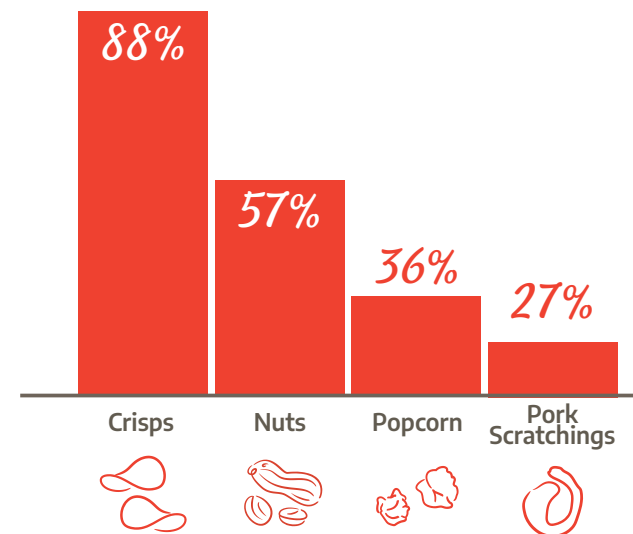
63% of Snacks Buyers buy every /most times they visit – it is a **habitual purchase**

52% would be more likely to purchase a snack if it was a premium brand

THE SNACK SELLING OCCASIONS



HOW CUSTOMERS PICK THE SNACK MIX



The right *partner for you*

64% of consumers buy bagged snacks when visiting a pub to watch a sporting event, making KPs sporting partnerships even more relevant to the pub goers!

No.1
driver and
supplier of
bagged snacks

**Proven
sales**
with core KP
snack brands in
pubs and bars

**Great
brands**
and breadth of
products to cater
for all customers

Together, we raise the bar with high profile sales-driving activation and sporting partnerships!



Top quality on-pack snacking fun!

**KP supports the bar experience
with premium point of sale.**



Make the most of the sales moment

81% agree that they are more likely to purchase Bagged Snacks if it is on display

72% agree that they are likely to pay extra to trade up to a more premium snack in a pub/bar

proven

results

Opportunity to optimise
your range with **KP Snacks**.
You could see a **27%**
volume uplift!

KP Snacks recently replaced multiple
products in a customer with over
300 sites

The customer listed **star performers**
Tyrrells, **McCoys** and **KP Nuts** in
their managed estate and in the first
6 months of trading have achieved
over 27% volume uplift.

This has generated an **additional**
revenue for the group by switching
to 3 of the 5 **biggest brands** in the
UK on trade.

Customer A: October 2024- July 2025

KP Snacks
*= bigger
sales*





helping you create happy snacking moments



KP snackKPartners offer category advice across a wide range of channels, visit our dedicated website for more insights

Scan the QR code to find out more