# British snackers embrace the posh crisp revolution in 2025



When it comes to crisps, British preferences have typically leaned towards the familiar; a packet of Frazzles or a bag of Skips has long been a staple for many snackers. However, a notable shift is underway, with 2025 poised to be the summer of the posh crisp, a trend that has captured the attention of chefs, supermarket insiders, and social media alike.

Jay Ledwich, a crisp buyer at Waitrose, has observed a growing demand for premium crisps with unusual flavours. The supermarket recently became the exclusive British retailer for a fried-egg-flavoured offering from the Spanish brand Torres, touted to be the next viral sensation in crisps. This follows Torres' previous successes, launching other gourmet flavours like black truffle, caviar, and sparkling wine, which have garnered a loyal following amidst a rising appetite for unique snacking experiences.

The popularity of these upscale crisps is reverberating far beyond the snack aisle. Fashion brand Balenciaga has tapped into this trend by introducing a £1,450 glossy leather pouch inspired by “salt and vinegar” crisps, alongside a £625 crisp charm featuring spicy chilli flavour. Such collaborations reflect a broader cultural moment where even the most unexpected items are crossing into luxury fashion. Additionally, Lay’s has launched a campaign featuring football legends such as Lionel Messi enjoying its classic salted crisps, demonstrating that this snack is becoming a cross-platform phenomenon.

Moreover, a culinary evolution is sweeping through British homes and restaurants alike. Traditional canapés are being replaced by crisp-inspired creations, with at-home chefs opting for Pringles adorned with sour cream and caviar, or pairing high-end crisps with natty orange wines in trendy bars. Restaurants like the Greek-inspired Oma and its sister venue Agora in Borough Market emphasise homemade crisps flavoured with everything from garlic to kombu dashi, a trend that David Carter, chef/owner of these establishments, describes as offering something “a bit naughty” for diners seeking a salty, spicy, and crunchy experience.

Chris Shaw, head chef at Toklas restaurant on the Strand, notes a profound affection the British have for crisps, one that transcends mere snacking. He remarks on how they evoke nostalgia, triggering memories tied to childhood lunches and holiday snacks. While he appreciates innovative flavours like the fried egg variant, his loyalty still lies with the classic taste of pickled onion Monster Munch.

This renewed interest in premium crisps aligns with a broader trend across the snack industry, where sales of luxury and unusual flavours are soaring. Premium offerings from Marks & Spencer, including black truffle crisps, and Kettle’s bold flavours like sriracha mayo and dill pickle are making waves, with prices reflecting their upscale status—often upwards of £2.75 for a standard pack. The rise of specialised brands, such as Taste of Game, further underscores a desire for culinary diversity and sophistication in what has traditionally been a mundane market.

Conversely, the revival of 1990s crisps, led by nostalgic cravings among younger consumers, highlights a duality in British snacking habits. Popular classics such as Skips, Chipsticks, and Frazzles have seen a remarkable resurgence, with some brands recording over a 40% increase in sales year-on-year. This wave of retro enthusiasm is compounded by social media influences and has attracted endorsements from cultural figures like Nigella Lawson, celebrated for her love of traditional flavours.

Natalie Whittle, author of *Crunch: An Ode to Crisps*, views the trend towards premium crisps as a reflection of contemporary challenges, particularly amid a cost-of-living crisis. She suggests that crisps are uniquely positioned to offer a taste of luxury without the need for extravagant financial outlay. For Whittle, indulging in posh crisps over a glass of wine has become a delightful way to elevate ordinary gathering, breaking free from the rigid expectations of meal preparation.

Yet, for some, the allure of tradition remains too strong to ignore. As Shaw points out, while innovations like Torres' fried-egg flavour are intriguing, there remains a comforting charm in the familiar—an acidic and numbing packet of pickled onion that invokes cherished memories of simple pleasures.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6, 8
2. Paragraphs 2, 3, 4, 5
3. Paragraphs 3, 6
4. Paragraphs 3, 4
5. Paragraph 3
6. Paragraph 1
7. Paragraph 1

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