# Posh crisps and nostalgic classics reshape British snacking in 2025



When it comes to crisps, British appetites have traditionally been sated by classic selections like Frazzles and Skips. However, a seismic shift is taking place as 2025 looks set to be the summer of the posh crisp. This trend reflects a burgeoning enthusiasm for gourmet and uniquely flavoured snacks, as evidenced by insights from chefs, supermarket insiders, and the vibrant chatter on social media.

Jay Ledwich, a crisp buyer at Waitrose, highlighted the soaring demand for premium crisps, noting the store’s recent launch of an exclusive fried-egg flavour from the Spanish brand Torres. This offering is not an isolated incident; it follows a string of unconventional launches by Torres, which has included flavours such as black truffle, caviar, and even sparkling wine. The high-end crisp market is brimming with innovation as consumers seek out novel taste experiences.

This shift isn’t confined to the grocery aisles; the influence of high fashion is also evident. Balenciaga, for instance, is offering accessories inspired by crisps, including a £1,450 glossy “salt and vinegar” leather pouch and a £625 “spicy chili” charm. These luxury items aim to elevate the humble crisp into a symbol of indulgence, connecting the world of snack food with high fashion. This crossover exemplifies a cultural moment where everyday snacks are treated as luxury experiences, a sentiment echoed by other designers and brands who are tapping into this trend.

Moreover, traditional gatherings are undergoing a gourmet transformation. Once-popular blinis are being sidelined in favour of inventive crisp canapés, with Pringles topped with sour cream and caviar becoming the latest party staple. Millennials are opting for a £26 tin of Bonilla’s sea salted crisps instead of the customary bottle of bubbles when gifting a host, showcasing how snacking habits are evolving. Viral recipes, including chocolate biscuits adorned with salty crisp crumbs, have further captured public imagination, as chefs like Alison Roman and Ferran Adrià share intriguing pairings and novel uses for crisps.

In trendy bars, bowls of salted crisps are now commonly served alongside natty orange wines, while restaurants like Oma in Borough Market are featuring hot, homemade crisps seasoned with unique flavours, developed by chef David Carter. His approach stemmed from the desire for “something a bit naughty” that satisfies salty cravings, illustrating the artisanal turn in crisp production.

Chris Shaw, head chef at Toklas, noted that the British have a “love affair” with crisps, attributing their appeal to nostalgia. The potential for a high-quality snack taken at home offers a simpler way to enjoy indulgent flavours without the hassle of full meal preparation. As Shaw remarked, those familiar, nostalgic flavours foster a sense of comfort and whimsy, regardless of whether they are gourmet or a nostalgic favourite.

Though the popularity of posh crisps flourishes, a contrasting trend is also emerging—the revival of classic crisps. Sales of 1990s favourites like Frazzles and Skips are experiencing a resurgence, driven by nostalgia and amplified through social media. Influential figures, including Nigella Lawson, have commented on this revival, highlighting the warm sentiments attached to such snacks among older generations.

As the crisp landscape evolves, so too does the broader snacking culture in the UK. Natalie Whittle, author of *Crunch: An Ode to Crisps*, emphasised that the versatility of crisps allows them to adapt to various consumer preferences, acting as a convenient yet indulgent option for those looking to treat themselves amid rising living costs. For many, the ability to indulge in a gourmet crisp, or even revisit a childhood favourite, serves as a pause from the mundanity of everyday life, offering a bite of nostalgia or a splash of culinary creativity.

As the posh crisp phenomenon marches forward, it invites all snackers to explore the finer side of this beloved snack, redefining what it means to indulge in the simple pleasures of crispy delights.

**Reference Map**1: Paragraph 1, 2, 3
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Source: [Noah Wire Services](https://www.noahwire.com)

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