

JOHN&JOHN - HANDCOOKED POTATO AND VEGETABLE CRISPS

The premium quality John & John crisps are utterly delicious. They are made of selected old English potato varieties, which are carefully washed, cut into thick, unpeeled slices and gently cooked in pure sunflower oil until they turn golden-brown.

Whilst still warm, the crunchy crisps are seasoned with special blends of spices before being packed to seal the freshness. Some have exotic spices, such as exclusive pepper from the coast of Malabar, fiery hot Indian chili or fine sea salt from the Middle East. Others combine traditional English ingredients: prize-winning apple vinegar from Aspall Cyder gives the crisps a wonderful tart taste, hand-made mild cheddar cheese from a small family-run company in Suffolk is a real treat with fresh chives. The delicious English mixed roots are a particular speciality for vegetable fans: a mixture of golden parsnips, crunchy carrots and beetroot seasoned with a pinch of sea salt.

“At John & John, every single ingredient is carefully selected and prepared. You can actually taste how much importance John & John places on naturalness”, says Kai Ellerbrock, Managing Partner at Market Grounds. “We don’t want anyone to miss out on enjoying the taste of these English crisps.” The crisps are gluten-free, non-GMO, without preservatives as well as without artificial flavours and colours. The range is initially available in 6 flavours: Deep Blue Sea Salt, Sweet Chili & Red Pepper, Aspall Cyder Vinegar, Suffolk Cheddar & Chives, Sea Salt & Black Pepper and Mixed Roots.

Further information can be found under www.john-crisps.com, www.facebook.com/john.john.crisps and www.market-grounds.com. Please feel free to contact us if you have any questions.

Press Contact:

Market Grounds GmbH & Co. KG

Ms. Maria Bazarghani

T +49 40 8090300-37

F +49 40 8090300-437

E-mail: mba@market-grounds.com

About Market Grounds

The Hamburg based company, Market Grounds, develops and markets premium quality, innovative fine foods and beverages for the HoReCa industry and delicatessen market. The extensive portfolio includes sweet and savoury delicacies from very renowned culinary locations in Europe. Market Grounds is now enhancing its expertise and increasing its presence also in the retail food trade by launching newly developed exclusive products – such as the John & John brand of potato crisps and vegetable roots.

Publication free of charge. Specimen copy requested.