

PepsiCo planning big changes for Walkers Crisps

Walkers says it is planning to make more than half its snacks low-calorie or healthy within the next three years.

The Wotsits, Quavers, Monster Munch, Pipers and Walkers Crisps manufacturer said it was stepping up its healthy options in the light of new regulations on junk food.

It plans to spend £35 million over the next three years on a programme reformulating some of its existing range and bringing new healthier products to the market.

The business, which has its head office in Reading, has factories around the UK including [major operations in Leicester](#) and [North Lincolnshire](#).

Last month, Walkers launched its first crisps that are not considered high in fat, sugar or salt – or HFSS – by Government standards.

It is going to launch other products similar to the Walkers 45 per cent less salt range and change its Walkers Baked, Doritos Dippers and Popworks products so they are considered non-HFSS.

New rules in October will restrict advertising and promotional deals, such as buy-one-get-one-free, on HFSS classified foods.

Walkers said further innovation is planned for next year as well as significant advertising and marketing investment to encourage customers to make healthier choices.

Jason Richards, the general manager of parent group PepsiCo UK & Ireland, said: “This is a significant milestone in our long-term commitment to provide smart snacking choices, without compromising on taste.

“We’ve been making changes to our portfolio over many years, but now is the time for even bolder action.

“We have set ourselves the ambitious goal of a 50 per cent sales target for non-HFSS or lower calorie snacks.

“We’ve got a long way to go from where we are now, but we’re determined to make this happen.

“Thanks to our research and development and nutrition experts, I’m confident that people up and down the country will enjoy these new products as much as their old favourites.”

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