




Snack Creations

Pellets Powered By Plants

2024 Brochure

www.snackcreations.com



SNACK CREATIONS

**YOUR
RECIPE TO
SUCCESS WITH
OUR UNIQUE
PROCESSES**

SNACK CREATIONS | PELLETS POWERED BY PLANTS | 2024 BROCHURE



OUR STORY

Snack Creations is the **leading global innovator** at the **forefront of the healthy snacks market** – supporting and enabling brands, manufacturers, and retailers to develop winning snack propositions through close collaboration, long-term innovation partnerships, and the supply of premium hero raw materials.

Previously the snack division of Pasta Foods, we have **over 50 years of snack manufacturing experience**, alongside a deep understanding and working knowledge of ingredient properties, which, combined with our proprietary shape expertise and extensive range, can provide you with **world-leading innovation**.

EXPERTS IN SNACKING


- **Extensive knowledge** of raw material ingredients
- Experience in product **design through to final product**
- **World experts** in healthy snacking, our range offers:
 - Low sodium and low salt options
 - High Fat, Salt & Sugar (HFSS) compliant ranges
 - Gluten-free
 - Acrylamide control
 - Nutri-Score A-C ranges
 - High protein and fibre options
- **First-class** customer service and technical support
- We are **agile, on-trend and innovative**



QUALITY ASSURANCE

- **BRC Global Standard (Food)** Version 8 Grade AA BRC certified
- **HACCP** fully documented and active hazard analysis system
- **Kosher** products available
- **Halal suitable** products available
- **Gluten-free** products available
- All of our products are **suitable for vegans**





SNACK CREATIONS

**INVENTING
THE NEXT
GENERATION
OF HEALTHY
SNACKS**

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WHAT ARE SNACK PELLETS?

CONVENIENT SNACKING SOLUTION FOR BRANDS AND MANUFACTURERS



What are they?

Snack pellets are a 'semi' finished ingredient. This means that once produced by us, they are ready for our customers to manufacture into their finished, innovative products, using a variety of methods such as frying or air popping.

What we do

Our experience enables us to expertly mix a range of raw materials to create the base of the snack. We take that mix and through a controlled process, we create the snack pellet. We then dry the pellet over several hours to create a product that is shelf-stable with 24 months shelf life.

They are now ready to send to our customers all over the world.

Within our process, the shapes we offer are endless, and we can achieve a wide range of textures and product requirements such as low sodium or fat to ensure the latest in snacking innovation.

How pellets are processed

Once the snack pellets arrive with our customers, they are ready to be expanded through various processing methods. Our pellets will expand through frying, air popping, baking, or salt roasting.

The products are then ready to be seasoned and packed into their finished retail products. Our products are even sold unseasoned due to the quality base materials used in our process!

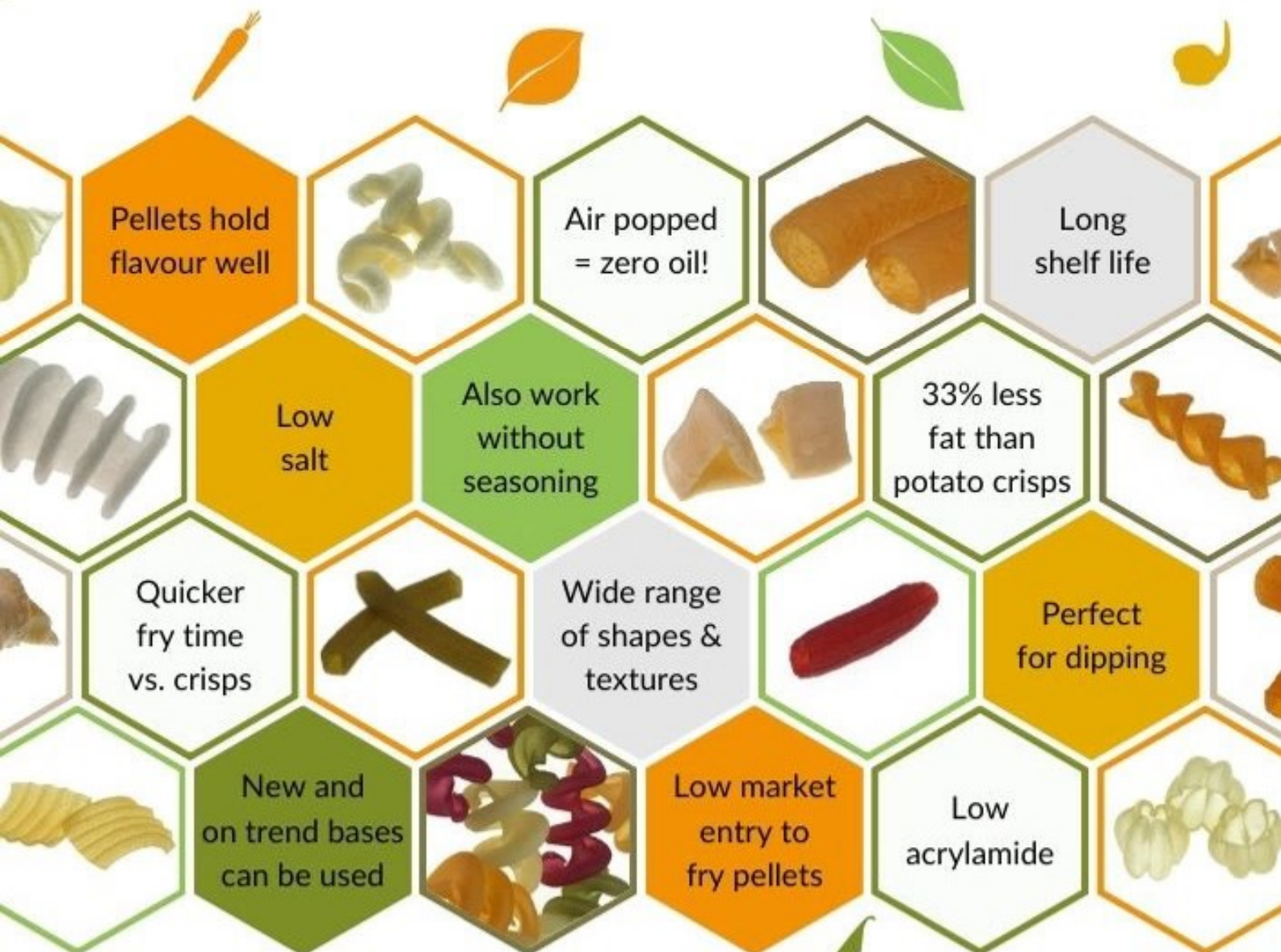
BENEFITS OF SNACK PELLETS

DISRUPT THE SNACKING CATEGORY TODAY

Snack pellets are a versatile, innovative way to disrupt the snacking category.

There are many benefits for snack brands to consider pellets within their portfolio.

Some of the key benefits are shown below, to find out more, get in touch with our expert team.



THE SOURCE OF CREATION

LEAD ON INNOVATION WITH OUR DEDICATED PILOT PLANT



Our NPD pilot plant *The Source of Creation* provides you with the ability to work collaboratively with our team of experts where we co-create the next generation of healthy snacking propositions.

Drawing on our proud heritage and scale in the snacking industry, we can work collaboratively with you to bring your product ideas to life with pace and precision.

This involves using the latest rapid prototyping and unique product development techniques to bring your product to life sooner than anyone else.

In addition to exporting to over 40 countries, we have experience and a strong pipeline of innovation continually being developed which mirrors global trends to deliver incremental growth for our customers.




CONCEPTS IN THE SOURCE OF CREATION

Snacking trends are evolving constantly, as are we at Snack Creations, which is why we are constantly researching and developing new ingredients, textures and shapes, including:

- Vegetable pellets
- Fibre
- Protein
- HFSS compliancy
- Nutri-score A-C

Our ever-evolving pipeline of innovation ensures our customers have the best in snacking innovation.



SNACK CREATIONS

**AT THE
CUTTING EDGE
OF HEALTHY
SNACKING
SOLUTIONS**

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POTATO BASED SNACKS










Potato-based pellets are where we started as snack pellet manufacturers in the 1970s, and our years of experience, mixed with our unique process make our products unrivalled in texture, quality, and taste.
















The timeless potato flavour is perfectly captured in our wide range of innovative and classic shapes which have held a strong foothold in the snacking industry for decades.

With our fried potato products having typically 33% less fat than a regular potato chip, we believe they continue to hold an important place on the shelf for a healthier future in snacking.

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
2 Start Spirals	21002			61	1.24		
Tight 2 Start Spirals	210300			50	1.12		
Potato Twirls	21294			57	0.96		
Potato Spirals	25208			55/56	0.8		
Salt Reduced Potato Spirals	252300			51/52	0.4		










Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Low Sodium Spirals	21040			62	1.12		
Low Sodium Spatziola	216430			70	1.2		
Wavy Potato Square	219500			45	0.88		
Low Sodium Potato Squares	24851			40	1.52		
Potato Crinkled Square	249020			75	0.4		

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
No Salt Rippled Square	249010			72	0	✓	
Mini Hoops	211400			61	1.16	✓	
Potato Hoops	21109			68	1.24	✓	
Potato Rings	211500			110	0.4	✓	✓
Potato and Corn Hoops	253120			55	1.16	✓	✓

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Potato and Corn Straws	TBC			62	1.1		
Potato and Corn Flutes	TBC			52	1.1		
Potato and Corn Spirals	TBC			56	1.1		
Potato Shells	247000			46	1.24		
Lanterns	253100			55	0.52		

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
High BD Mini Triangles	218211			130	1.08	✓	
Picobellos	213720			65	1.24	✓	
Potato Flutes	215733			63	0.4	✓	
Potato Sticks	219060			91	1.32	✓	
Plain Veg Straws	215123			60	0.88	✓	✓

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Green Veg Straws	215133			60	0.88		
Red Veg Straws	215143			60	0.88		
Corn Square Cut Chips	215100			70	0.68		
Potato Straws	215610			58/59	1.16		
Long Square Cut Chips	215720			60	1.16		

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Plain Potato Veg Straws	95979			71	1.13		
Potato Waves	95966			57	0.39		
Reduced Salt Square Chips	95953			68	0.61		







LEGUME BASED SNACKS











As the world recognises the many health benefits and exciting flavours which legumes have to offer, our expanding range of pulse pellets respond deliciously to this growing trend.











We have been using lentils and chickpeas in our snacks for over 20 years and our skills have been honed to achieve the perfect tasting products.

Our wide range of raw materials bring legumes to life in a snack pellet form, whilst creating a guilt-free option in the better-for-you snacking category.



Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Chickpea Wavy Squares	26267			69	1.12	✓	
Chickpea Flat Squares	TBC			89	0.28	✓	
Chickpea Spirals	TBC			86	0.28	✓	
Chickpea Wave	TBC			65	0.28	✓	
Mini Chickpea Hoops	95808			195	0.66	✓	

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Low Sodium Chickpea Tubes	218510			95	1	✓	✓
Mini Chickpea Shells	95802			130	0.62	✓	
Low Sodium Chickpea Caramelle	262810			67	0.68	✓	✓
Lentil Squares	21955			53	1.12	✓	
Low Sodium Lentil Squares	21956			53	1.6	✓	

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Lentil Wavy Squares	218560			72	0.96	✓	
Lentil Tubes	262170			74	0.6	✓	
Lentil Caramelle	TBC			94.6	0.6	✓	
Lentil Strips	215110			45	0.68	✓	
Lentil Curls	26211			74	0.88	✓	✓

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Low Salt Lentil Curls	26218			75	0.6	✓	✓
Lentil Loops	24885			77	1.32	✓	
Low Salt Lentil Loops	215200			77	1.08	✓	
Split Pea Wave	218600			40	0.8	✓	✓
12% Pea Protein Wave	95891			46	0.63	✓	✓

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Split Pea Spirals	262760			64	0.68	✓	✓
Pea & Spinach Ridged Square	TBC			87	0.28	✓	✓
Pea & Spinach Chip	95985			66	0.28	✓	✓
Pea & Spinach Flute	TBC			61	0.28	✓	✓





















RICE & CORN BASED SNACKS

Our latest rice and whole corn snack pellets offer a truly satisfying experience, with the perfect fusion of great taste and enjoyable textures, making them a top choice for your next project.

Beyond their excellent flavour and nutrition, our snack pellets are the ideal starting point for your next innovative snack creation.

As well as working as standalone products, they are a fantastic base for you to apply your chosen seasoning and flavourings to suit your unique product requirements.

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Plain Rice Straws	TBC			TBC	TBC	✓	
Spinach & Kale Rice Caramelle	TBC			23	0.45	✓	
Tomato Rice Caramelle	TBC			23	0.44	✓	
Plain Rice Caramelle	TBC			25	0.44	✓	
Beetroot Rice Caramelle	TBC			25	0.44	✓	

Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Whole Corn Wavy Squares	95984			61	0.73	✓	
Whole Corn Strip	TBC			58	0.72	✓	
Whole Corn Triangles	TBC			125	0.72	✓	
Whole Corn Spirals	TBC			105	0.72	✓	
Whole Corn Hoops	TBC			94	0.72	✓	









NPD SNACK PELLETS


With an extensive selection of shapes and textures to choose from, we offer unparalleled versatility and innovation in snack manufacturing. From the tantalizingly crunchy to the irresistibly smooth, our facility is equipped to bring your snacking vision to life.

Our New Product Development pilot plant “The Source of Creation” provides you with the ability to work collaboratively with our team of experts where we co-create the next generation of healthy snacking propositions.

With a finger on the pulse of emerging trends and access to the latest industry advancements, we stay at the forefront of the game.



Product: Name	Product: Code	Pellet: Raw	Pellet: Expanded	BD Target (g/l)	Sodium (g/100)	Expansion: Fried	Expansion: Hot Air
Quinoa Wave	262820			65	0.4		
Plantain Wave	TBC			60	0.51		



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**EXTENSIVE
SNACKING
EXPERIENCE &
UNPARALLELED
SERVICE**

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BRING YOUR IDEAS TO LIFE

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