

McGuire & Associates brings British flavour to expo floor

This is a special feature from the [April 2025 WTCE issue](#) of *PAX International* on [page 16](#).



Kent Crisps are free from the top 14 allergens and do not use artificial flavours and preservatives

[McGuire & Associates](#) is bringing award-winning [Kent Crisps](#) to the expo show floor. Kent Crisps are a range of hand-cooked, traditional British crisps, inspired by local flavours and made using Red Tractor Certified British potatoes.

Kent Crisps' ethos is to produce tasty crisps that highlight the county's finest food, drink and attractions. Thanks to its partnerships with local producers, the company uses real ingredients to flavour the crisps, putting a local twist on classic flavours including firm favourites such as Ashmore Cheddar & Onion, Salt & Vinegar with Biddenden Cider Vinegar and its signature flavour, Oyster & 1

Vinegar. The crisps are cooked in small batches to offer a traditional crunch packed full of flavour.

The crisps are free from the top 14 allergens and are gluten-free, 100 percent free from artificial flavours and preservatives, dairy-free and suitable for vegetarians and vegans (apart from Ashmore Cheddar & Onion).

For more information, contact Caz Brown at the Gourmet Center: caz@matgci.com or visit matgci.com.