

Introducing **Clean Fingers**

You want the taste in your mouth, not on your fingers.



What is Clean Fingers?

Clean Fingers is a flavour solution toolbox that makes it possible to enjoy your favourite snack without messy fingers.

Created to deliver flavour and snacking convenience, Clean Fingers enables consumers to enjoy their favourite snack without leaving any mess on their hands, devices or equipment. This range of 5 seasonings (initially) delivers flavour impact and snacking convenience.

As a functional seasoning, these seasonings can also be fortified to provide additional nutritional benefits.



Why are we launching Clean Fingers?

To improve the snacking experience for consumers who snack while busy with other things.



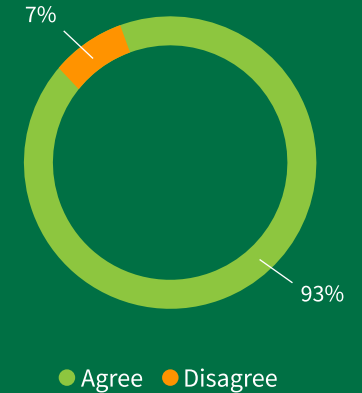
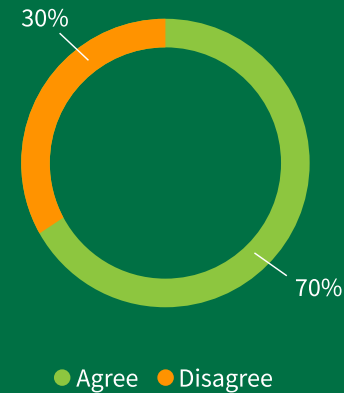
Consumer Insights

According to our own Griffith Foods online survey (n = 255), almost 70% of UK snack consumers consider “dirty” fingers a problem during snacking.

Whilst 93% of UK snack consumers consider a snack solution, that delivers both great taste without leaving any residue, an appealing proposition.

Do you find savoury snacks leaving residue on your fingers a problem?

Do you find savoury snacks which leave no residue on your fingers appealing?



Source: Griffith Foods online survey, UK Snacks Consumers 2023.

Snacking occasions that require Clean Fingers

When in a social setting

It can be embarrassing for consumers to lick and wipe their fingers in front of friends or family during and after snacking.

When working from home

As hybrid working becomes the new norm and consumers snack more at home, Clean Fingers offers a cleaner snacking alternative with no dirty keyboards.

When watching TV or gaming

Consumers can now enjoy eating their favourite snacks while watching TV, gaming, or scrolling on other devices – without getting their equipment dirty.

When travelling

How convenient would it be for consumers to drive and still have a clean steering wheel? Clean Fingers is the ideal partner for commuting and snacking-on-the-go.

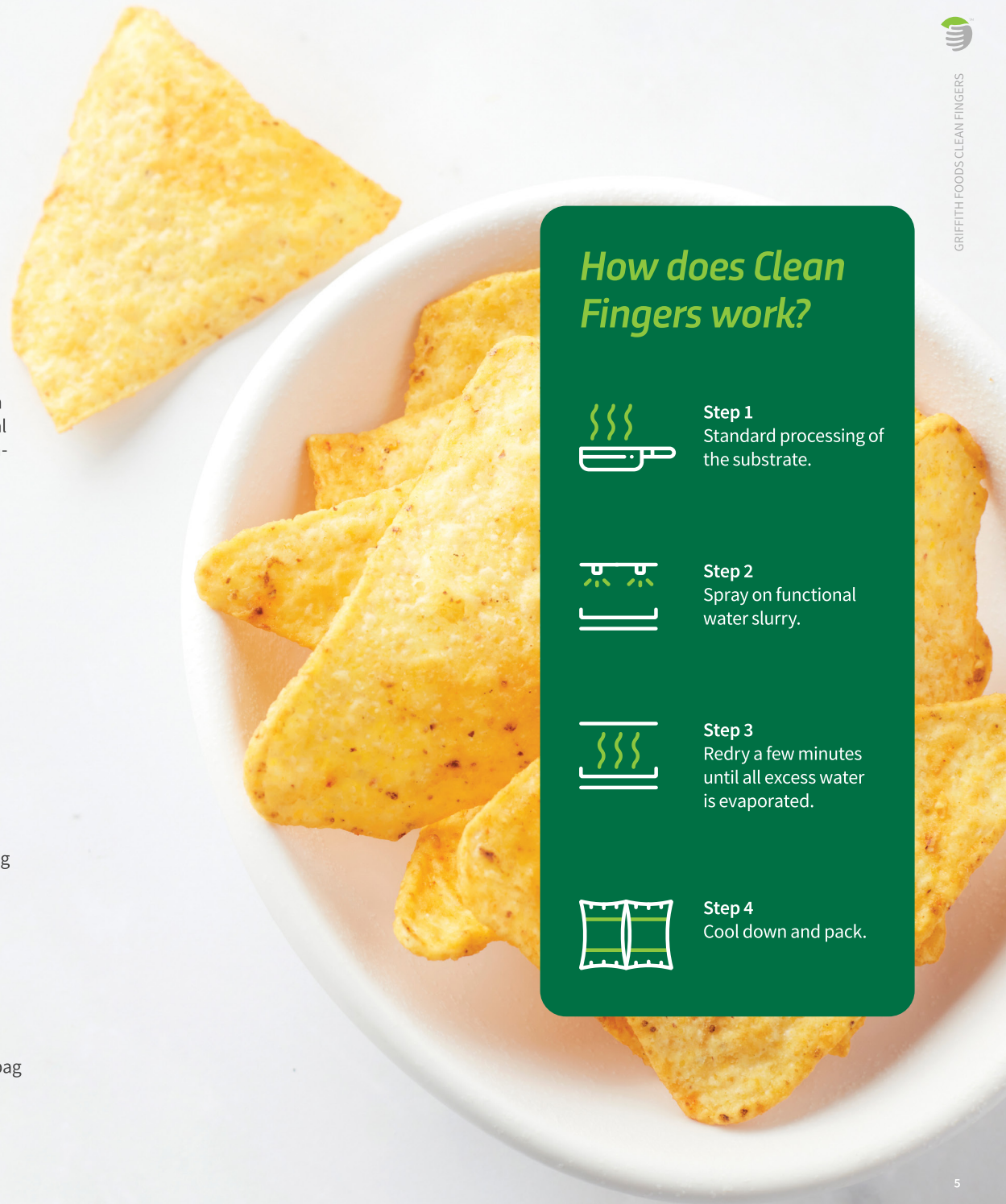
What are the benefits of Clean Fingers?

For consumers:

- No more dirty and messy fingers while enjoying snacks
- No residue and stains on clothes, keyboards, mobile phones, and couches
- Delivers on taste

For snack producers:

- Unique positioning in the market meets consumers' needs in terms of providing clean hands
- Delivers on taste
- Uses zero oil spray for adhesion, resulting in less fat
- Possible to add fibres to make a front-of-pack claim
- Inclusion of small visuals is possible (max. 2mm)
- Meets non-HFSS guidelines
- Less waste in terms of seasoning in the bag



How does Clean Fingers work?



Step 1
Standard processing of the substrate.



Step 2
Spray on functional water slurry.



Step 3
Redry a few minutes until all excess water is evaporated.



Step 4
Cool down and pack.

What are the suggested flavour profiles & substrates?

Demonstration range of flavours

- Nacho Cheese
- Sour Cream & Onion
- Smokey BBQ
- Sweet Chilli
- Hot Jalapeño
- ...

Suitable for:

- Tortillas
- Nuts & coated nuts
- Roasted seeds & chickpeas
- Crisps
- Crackers
- Oven baked crisps
- Mini rice cakes
- Popped crisps
- ...

Clean Fingers offers all the flavour profiles you want.





Get in touch



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