

CRISP NEW PACKAGING WITHOUT THE COMPROMISE



This year, Burts – the UK-based premium snack producer – partnered with Amcor to launch more sustainable crisps packaging. The new packs use 55% post-consumer recycled (PCR) content across selected flavors and formats.

To understand what matters most when it comes to crisp-buying decisions, Amcor surveyed more than 2,000 UK consumers. The findings were clear: along with taste, crisp lovers are now placing equal importance on the environmental impact of the packaging they buy.

ADVANCED PACKAGING, SAME GREAT CRISPS

Developed using **Amcor's AmFiniti™** solution, the new packaging is produced with advanced recycled materials under the **ISCC Plus-certified mass balance approach****.

The team at Burts carefully explored different pathways to transition to more sustainable packaging – making sure the chosen one wouldn't compromise on their high-quality crisps that consumers know and love. With **AmFiniti™ Recycled Content**, used plastics are recycled into new packaging, helping to support a circular economy.

This solution delivers packaging that ensures:

- The same high quality and performance as virgin resin
- Food-grade suitability and safety
- Freshness, product protection, and bags of flavor – without compromise
- Reduced virgin plastic usage

According to Burts, this change is expected to save approximately **8,000 tonnes of virgin plastic**, supporting the company's commitment to investing in circular packaging solutions.

RESEARCH SHOWS: CRISP LOVERS CARE

In Amcor's survey of UK consumers*:

28% said the environmental impact of packaging is just as important as taste.

40% would be more likely to buy crisps if the packaging was made from recycled materials.

These insights highlight the rising demand for recycled content, validating Burts' choice to adopt AmFiniti™.

By choosing Amcor's AmFiniti™ solution, Burts have gained all these benefits while offering more sustainable choices to consumers – bringing them bags of opportunity for the future.

Since May 2025, the updated packs have been rolled out across popular **40g and 150g** formats of flagship flavors, including:

- Mature Cheddar & Onion
- Lightly Sea Salted
- Sea Salt & Malt Vinegar
- Devon Roast Beef

A bold **green flash** on the pack highlights the use of recycled content to shoppers.



"It's important not to underestimate how impactful – and easy – it can be to switch to recycled content. Together with Burts, we proved that it's not only possible, but also a smart, future-ready move that resonates with eco-conscious consumers and supports real sustainability progress."

Sally Liggins, Key Account Manager, Snacks & Confectionery, EMEA at Amcor

For further information on **Amcor's AmFiniti™ recycled content** [click here](#), and to discover more about **Amcor's sustainability goals** [click here](#)



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*Source: Walnut Omnibus, a nationally representative omnibus survey of 2,005 adults across UK between August – September 2025. The figures have been weighted and are representative of all UK adults (aged 18+).

Q. To what extent do you agree with the following statements

- When I buy crisps, I consider the environmental impact of the packaging
- I wouldn't buy crisps with a bad environmental impact
- When I buy crisps, the environmental impact of packaging is just as important as the taste
- I would be more likely to buy crisps if the packaging has been made from recycled materials

** The recycled material in the packaging follows a mass balance approach and is certified by ISCC-Plus. This means the packaging is produced using a combination of virgin and recycled plastics. While the exact percentage of recycled plastic in each individual bag may vary—some containing more, others less— the ISCC certification ensures that at least 55% recycled content is allocated across the entire batch of Burts' crisp packaging. You can learn more about the ISCC-Plus certification [here](#).