

## BORED BRITS ARE CRAVING A SNACK-TIME THRILL

Baga Chipz MBE helps Brits shake up their day and 'cheat'...on their usual snack

- 3 in 10 Brits feel bored by their snack choices (30%), with a third having the same snack up to five times a week (32%)
- Over three-quarters of Brits admit they're on 'auto-pilot' when shopping for snacks in the supermarket (77%)
- In fact, almost two-thirds of Brits feel oddly loyal to their go-to snack (64%) - being more faithful to it than their favourite takeaway (14%), pub (12%), TV show (12%) and even football team (11%)
- With a third of Brits looking to shake up their snacking (35%), Baga Chipz MBE has teamed up with Cheez-It to unveil a guide dedicated to the art of "snack cheating" - helping those looking to 'cheat' on their favourite munchies
- **"Baga Chipz Top Tipz"** is packed with tempting tips and playful tricks on keeping things fresh to get the most snackisfaction from your snack choice



Looking to do some snack shifting? You aren't alone.

It turns out that half of Brits are looking for more snack satisfaction (49%), or should we say "snackisfaction", with munching boredom at its peak in the UK. In fact, a third confess they wish they could break free from their same old snacking cycle (34%).

It's no wonder Brits are looking to shake things up, as 3 in 10 (32%) admit they eat the same snack up to five times a week, with a fifth as many as 7 times (19%). A quarter even admit they've been buying the same snacks for the past 10 years (24%). The catch? Two-thirds feel oddly loyal to their go-to choice (64%).

In fact, Brits admit they're more likely to be faithful to their go-to snack than their favourite takeaway (14%), pub (12%), favourite TV show (12%), and even football team (11%).

As for what's stopping them, over 3 in 10 say they stick to what they know because of comfort (32%). For others it's convenience (22%), worrying they'll be disappointed (18%), feeling stuck in a snacking rut (11%) or even having too many options available to them (10%).

But what could tempt Brits to make the switch? Nearly a quarter would be swayed if the snack was limited edition (22%), 2 in 10 are tempted by snacks with extra crunch (20%), whereas

others look for a spicy kick (17%) and an extra cheesy thrill (17%).

And with over three-quarters of Brits admitting they're on 'auto-pilot' when shopping for snacks in the supermarket (77%), it seems a revolution is needed. Half (50%) state that little things such as different snack choices can help add excitement to their day, and one sixth (16%) have even revealed that 'cheating' on their 'usual' snack gives them an adventurous thrill.

To help aid the half of Brits (48%) who say finding a new snack has the power to turn around their day, Baga Chipz MBE has joined forces with cheesy baked snack, Cheez-It, to launch a bold new guide "***Baga Chipz Top Tipz***" designed to give Brits the confidence to spice things up and have a 'cheesy affair' when it comes to their go-to snacks.

Dedicated to the art of "snack cheating", the guide is packed with tempting tips and playful tricks to make even the most loyal snacker want to ditch the 'dull' and snack bold, on the sofa or even on the go.

**For those looking to get a bit frisky with a new snack on the side, the top 10 tips are:**

1. **Flavour Dating:** Give new snacks at least three tries before deciding they're not for you.
2. **Snack Buddy System:** Try new snacks with a friend so you're not going it alone.
3. **Snack Switching:** Don't ditch your old fave all at once — alternate between your classic and something new.
4. **Snack and Sip:** Pair your new snack with a new drink — iced coffee, fancy cocktail, herbal tea — double the thrill!
5. **Texture Twists:** Craving something crispy? Crumbly? Focus on trying new textures, not just new flavours.
6. **Snack Blind Date:** Take the packaging off and try a mystery snack – no peeking! Sometimes the best flavour matches come when you least expect them.
7. **Shake Up Your Snack Positions:** Break free from the same old snacking cycle by getting into some fun positions..whether you're snacking solo, with friends, or out and about, switch up your positions to keep things fresh.
8. **The Mood Match:** Think about what mood you're in — feeling bold? Go for a punchy flavour with a serious crunch.
9. **Let Loose:** Be spontaneous! Sneak a little snack thrill into your day to mix things up! It makes things far more exciting.
10. **Go For It:** Go for what you really want. Go on, have yourself a cheesy affair - we won't tell!

**Baga Chipz MBE said:** "Let's be honest babes, we've *all* been stuck with the same boring snack – day in, day out. It's time to stop being loyal to something that's not giving what it needs to give! I'm here with Cheez-It to say: cheat on your usual nibble and have a little flirt with something new. Life's too short for bland snacks — let's make snack time *fabulous*, crunchy, and a little bit naughty!"

**Rui Frias, Senior Brand Manager at Cheez-It adds:** "Snack time should never be boring, but our research shows that Brits have gotten too comfortable with their same old choices. We're asking snackers to try a cheezy bit on the side for some extra snackisfaction. What's the worst that could happen? You might just find a brie-lliant new snack to brighten up your day."

Cheez-It is available wherever you get your snacks - so if you're looking for a thrill or even just a tastier option, it's never been easier to make the switch. To find out more, follow @cheezit\_uki.

**ENDS**

**Notes to editors**

Consumer research conducted with OnePoll, across 2,000 UK adults between 25<sup>th</sup> to 30<sup>th</sup> April 2025.