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Martin Lewis: The UK's best Cheese 'n' Onion crisps – a data-Crunch of 44 types

We hope this is a fair review, but perfection's hard

Ranking taste and strength is subjective, so it can only ever reflect what our 26 testers thought. Even objective measures such as pack size, portion size, crisp size and price can all vary, sometimes even for the same brand, so there is wriggle room to be had – making strict like-for-like comparisons difficult – as you'll see from the methodology at the end. So please see this as a start for your own C&O journey, not authoritative.

Crisp	MSE tasters' average overall score out of 10	MSE tasters' average strength score out of 10	Portion size and cost	Calories (kcal) per portion	Vegan	Labelled as gluten free	Pack Colour
Ultimate tier (1st tier)							
Keogh's Mature Irish Cheese and Onion	6.62	6.12	40g* – 53p	209	✗	✓	Green
Kettle Chips Vegan Sheese & Red Onion	6.58	6.23	25g – 46p	128	✓	✓	Orange
Tayto Craft Vintage Irish Cheddar & Onion	6.54	6.04	25g – 60p	124	✗	✓	Orange
Savoursmiths Somerset Cheddar & Shallot	6.35	6.81	40g* – 48p	193	✗	✓	Green
Cathedral City Our Cheese and Onion	6.19	5.35	26g – 27p	132	✗	✗	Red
M&S Mature Cheddar & Spring Onion	6.19	5.69	30g – 34p	149	✗	✓	Yellow
Pringles Cheese and Onion	6.04	5.46	30g – 24p	155	✗	✗	Green

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REAL Strong Cheese & Onion	6	5.69	35g – 79p	174	✗	✓	Green
Pipers Lye Cross Cheddar & Onion	5.96	6.19	40g* – 80p	213	✗	✓	Yellow
McCoy's Cheddar & Onion	5.92	5.42	25g – 29p	132	✗	✗	Green
Brown Bag Farmhouse Cheddar & Onion	5.85	5.04	40g – 63p	200	✗	✓	Green
Good tier (2nd tier)							
Tyrrell's Furrows Cheese & Pickled Onion	5.77	4.58	30g – 40p	151	✗	✓	Yellow
Walkers MAX Cheese & Onion	5.77	4.62	50g – £1.10	256	✗	✗	Blue
Walkers Crinkles Cheddar Cheese & Onion	5.69	4.96	30g – 32p	154	✗	✗	Blue
Two Farmers Hereford Hop Cheese & Onion	5.65	5.15	40g – £1.08	212	✗	✓	Orange
Fairfields Farm Cheese & Onion	5.52	4.42	50g – 64p	259	✓	✓	Yellow
Lidl Deluxe Mature Cheddar & Red Onion	5.42	5.65	25g – 19p	133	✗	✓	Orange
Yorkshire Crisps Cheddar & Caramelised Onion Chutney	5.42	6.35	40g* – £1.26	205	✗	✓	Red
ASDA Extra Special Cheddar & Red Onion	5.35	4.08	16.6g – 23p	124	✗	✗	Green
Burts Mature Cheese & Onion	5.31	4.92	40g – 83p	200	✗	✓	Blue

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Sainsbury's Taste the Difference Cheddar & Spring Onion	5.23	4.88	30g – 30p	154	×	×	Green
OK tier (3rd tier)							
Tesco Finest Mature Cheddar & Onion	5.19	6	25g – 23p	120	✓	×	Brown
Morrisons The Best Cheddar & Onion	5.15	4.31	25g – 27p	130	×	×	Yellow
SLABS Mature Cheddar & Onion	5.15	5.69	32g – 81p	156	×	✓	Green
Tayto (ROI) Cheese & Onion	5.12	5.31	25g – £1.08	131	×	×	Red
Kettle Chips Mature Cheddar & Red Onion	5.08	5.27	25g – 30p	128	×	✓	Orange
Tayto (NI) Cheese & Onion	5.08	5.08	32.5g – 67p	171	×	×	Yellow
Seabrook Crinkle Cut Cheese & Onion	5.04	4.42	25g – 21p	127	×	✓	Yellow
Golden Wonder Cheese & Onion	4.96	4.85	12.5g – 23p	129	×	×	Green
Walkers Cheese & Onion	4.96	4.35	25g – 28p	128	×	×	Blue
Co-op West Country Cheddar & Red Onion Chutney	4.92	4.46	38g – 44p	189	×	✓	Brown
Walkers Baked Cheese & Onion	4.85	3.88	22g – 35p	96	×	×	Blue
Not for us (4th tier)							
Golden Wonder Ringos Cheese & Onion	4.81	4	12.5g – 22p	62	×	×	Green

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Pom Bear Cheese & Onion	4.81	3.31	13g – 25p	64	✗	✓	Green
Simply Roasted Mature Cheddar & Red Onion	4.81	5.31	21.5g – 46p	93	✓	✓	Yellow
Hula Hoops Puft Cheese & Onion	4.62	3.81	15g – 38p	72	✗	✗	Green
Walkers Squares Cheese & Onion	4.62	3.85	22g – 33p	97	✗	✗	Green
Frisps Cheese & Onion	4.58	3.92	25.5g – 25p	141	✗	✗	Green
Waitrose Cheddar & Caramelised Onion	4.54	4.23	30g – 33p	152	✗	✗	Orange
Walkers French Fries Cheese & Onion	4.54	3.31	18g – 33p	80	✗	✗	Blue
Aldi Specially Selected Mature Cheddar & Red Onion	4.23	3.04	30g – 23p	152	✗	✓	Yellow
Hula Hoops Cheese & Onion	4.23	3.38	24g – 38p	120	✗	✗	Green
Jacob's Crinklys Cheese & Onion	3.92	3.73	25g – 23p	113	✗	✗	Green
Discos Cheese & Onion	3.73	4.04	25.5g – 25p	135	✗	✗	Green

*where a portion size wasn't listed, we went with a standard 40g.

How we worked out the cost

When buying the crisps, we did research, often using [Trolley.co.uk](https://www.trolley.co.uk) to find the cheapest place within reach selling them – though we excluded any temporary promotional discounts. We bought the crisps from the cheapest place/site we could find.

In some cases, we bought multipacks or sharer bags (as we needed more than one pack of each for the tasting, and they're cheaper) where possible. When we did that, we have priced the crisps based on what buying a standalone individual (non-grab bag) packet of crisps would cost. Yet these days standardised packets aren't always available, so if not, we went for a multipack size of pack or, if that wasn't available, an individual portion size of a sharer bag.

The prices we have used are those at the time of purchase, which was between 24th June 2024 and 3rd July

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2024. When we couldn't manage to get our hands on the crisps ourselves (due to stock availability etc), we had them sent directly to us by the brands. KP Nuts sent us the brands of crisps they own after Martin announced what we were doing on Twitter. None of this implicated the testing in any way, and they were treated the same as the other crisps and were priced based on our research online.

What defines portion size?

We have used the size of an individual pack of crisps (not grab bags) where we can, and if not, a multipack packet (though they can be smaller than individual packs), and if not that, the portion size listed on a sharer bag (so what they define as the amount for one individual to eat).

How we decided the colour

Pack colour is according to MSE Olivia's eyes, but you may see it differently.