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Martin Lewis: The UK's best salt 'n' vinegar crisps – a data-Crunch of 46 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 20 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 take everything with a small pinch of salt (and vinegar) and see this as a start for your own S&V 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	Price per crisp	Vegan	Gluten free	Pack Colour
Ultimate tier (1st tier)								
Asda Extra Special Sea Salt & Chardonnay Wine Vinegar	7.9	8.2	25g – 23p	121	1.78p	✓	✓	Teal
Co-op Sea Salt & Chardonnay Wine Vinegar	6.9	7.8	38g – 47p	186	1.81p	✗	✓	Teal
Hula Hoops Salt & Vinegar	6.8	5	24g – 38p	120	1.41p	✓	✗	Blue
Walkers Max Zingy Salt & Malt Vinegar	6.7	6.4	50g – 99p	255	3.41p	✓	✓	Green
Proper Chips Salt and Vinegar Lentil Chips	6.7	6.6	14g – 40p	65	4p	✓	✓	Blue
McCoy's Salt & Malt Vinegar	6.7	6.8	25g – 38p	132	2.71p	✓	✓	Blue
M&S Sea Salt & Sherry Vinegar	6.7	6.7	30g – 36p	147	2.57p	✓	✓	Blue
Sainsbury's Sea Salt & Cider Vinegar	6.1	7.5	30g – 30p	154	1.76p	✓	✓	Purple
Golden Wonder Salt & Vinegar	6.1	6	25g – 23p	132	1.28p	✓	✓	Blue

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Good tier (2 nd tier)								
Walkers Squares Salt & Vinegar	5.9	5	22g – 34p	97	2p	✓	✓	Blue
Tayto Craft Causeway Sea Salt & Cider Vinegar	5.8	5.8	40g – 60p	200	3.53p	✓	✓	Blue
Morrisons The Best Sea Salt and Suffolk Cider Vinegar	5.7	6.5	25g – 27p	127	1.69p	✓	✓	Green
Popchips Sea Salt & Vinegar	5.5	5.2	23g – 50p	99	3.34p	✓	✓	Teal
Pom-Bear Salt & Vinegar	5.5	3.7	13g – 25p	65	1.47p	✗	✓	Blue
Kettle Chips Sea Salt & Balsamic Vinegar	5.4	6.2	30g – 30p	154	3p	✓	✓	Blue
Waitrose Sea Salt & Balsamic Vinegar	5.4	6	30g – 33p	151	1.74p	✓	✓	Purple
Fairfields Farm Sea Salt and Aspall Cyder Vinegar	5.3	4.5	40g – 51p	201	1.82p	✓	✓	Green
Smiths Chipsticks Salt & Vinegar	5.3	4.4	17g – 17p	83	0.55p	✗	✗	Blue
Pringles Salt & Vinegar	5.3	5.4	30g – 34p	154	2.52p	✗	✗	Blue
Chika's Sea Salt and Vinegar Rice Crisps	5.3	5.9	20g – 33p	87	3p	✓	✓	Blue
Tyrrells Furrows Sea Salt and Vinegar	5.2	5.2	30g – 55p	152	3.06p	✓	✗	Green
Discos Salt & Vinegar	5.2	7.6	30g – 44p	157	3.03p	✓	✗	Blue
Walkers French Fries Salt & Vinegar	5.1	4.2	21g – 33p	92	1p	✓	✓	Green
Real Sea Salt and Cider Vinegar	5.1	5.4	35g – 79p	173	4.16p	✓	✓	Blue
Tyrrells Sea Salt & Cider Vinegar	5.1	5	30g – 55p	146	2.5p	✓	✗	Green

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Burton's Fish 'N' Chips Salt & Vinegar Baked Snacks	5	4.9	25g – 15p	122	0.68p	✗	✗	Blue
OK tier (3rd tier)								
Seabrook Crinkle Cut Salt & Vinegar	4.9	3.8	25g – 23p	125	1.28p	✓	✓	Blue
Jacob's Cracker Crisps Salt & Balsamic Vinegar	4.9	3.3	25g – 23p	117	1.92p	✓	✗	Blue
Lidl Sea Salt & Balsamic Vinegar	4.9	5.1	25g – 20p	126	1.82p	✓	✗	Blue
Walkers Oven Baked Salt & Vinegar	4.8	4.5	22g – 35p	108	1.75p	✗	✗	Green
Walkers Salt and Vinegar	4.8	5.8	25g – 28p	128	1.56p	✓	✓	Green
Eat Real Hummus Chips Sea Salt and Balsamic Vinegar	4.7	4.6	25g – 37p	114	1.85p	✓	✓	Purple
Aldi Sea Salt & Chardonnay Vinegar	4.6	4.3	30g – 23p	145	1.10p	✗	✓	Blue
Yorkshire Crisps Chardonnay Wine Vinegar	4.5	4.4	40g – £1.11	205	3.7p	✗	✓	Blue
Tesco Finest Sea Salt Chardonnay Vinegar	4.5	5	25g – 25p	122	1.39p	✓	✓	Blue
Seabrook Loaded Fries Seaside Salt & Vinegar Flavour	4.5	3.7	16g – 20p	75	1.18p	✓	✓	Blue
Two Farmers Salt & Cider Vinegar	4.4	5.1	40g – £1	210	4.17p	✓	✓	Green
Brown Bag Sea Salt & Malt Vinegar	4.3	3.6	40g – 82p	196	3.42p	✗	✓	Blue
M&S Salt & Vinegar Twists	4.2	2.9	20g – 29p	95	1.04p	✓	✗	Blue
Simply Roasted Sea Salt & Cider Vinegar	4.1	4.4	21.5g – 53p	92	3.53p	✓	✓	Green
Not for us (4th tier)								

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Burt's Sea Salt and Malt Vinegar Hand Cooked	3.8	3	40g – £1	198	2.78p	✓	✗	Blue
Jacob's Crinklys Salt & Vinegar	3.4	3.4	25g – 25p	113	1.09p	✗	✗	Blue
Piper's Burrow Hill Cider Vinegar & Sea Salt	3.3	2.7	Not listed – 40p*	209	2.86p	✗	✓	Green
Hippeas Chickpea Puffs - Salt & Vinegar	3.2	3	22g – 54p	92	3.18p	✓	✓	Blue
Tayto Salt & Vinegar	2.8	2.5	32.5g – 67p	172	2.68p	✓	✓	Blue
Insane Grain Salt & Vinegar - Baked Knobbly Sticks	2.1	2.1	20g – 45p	112	2.05p	✓	✓	Blue

*based on a 30g portion

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 from supermarkets, directly from the company or from Amazon.

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 2nd October 2023 and 9th October 2023. Brown Bag and Fairfields Farm sent us crisps after Martin announced what we were doing on Twitter. This did not implicate the testing in any way, and they were treated the same as the other 44 were and 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).

Cost per crisp

To get cost per crisp, we weighed out a 'portion' of crisps and counted the number of crisps included in that weight. We costed the price per portion and divided this by the number of crisps on the scales.

How we decided the colour

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