**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.

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| **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 |
| **Good tier (2nd 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 |
| **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)** |
| **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 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.