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Confirmed sighting: Red Sky crisps

Posted: 12:48 Sun 22-Mar-2009. Price: £1.59. Location: Sainsbury's, Market Harborough. Sub-flavours: West Country Bacon and Cream Cheese; Anglesey Sea Salt, Sour Cream and Herb; Roasted Red Pepper and Lime.

"Nick T" reports: As you can probably tell by the twitch and the drink habit, I work in advertising. And I can tell you with some authority that there is no less innovative or creative industry than the giddy world of FMCG marketing. Their stock-in-trade is to spot a consumer trend, shamelessly copy it within an inch of intellectual property law, then try to petulantly reclaim the entire sector as their own rightful territory and otherwise give the original golden goose a good shafting. Past "me too" products have included Cadbury's Aztec (not really a Mars bar at all, mi'lud), cyclonic vacuum cleaners (Dyson who?), and every energy drink that's not Red Bull in any way, honest.

And now, clap hands, here comes Red Sky, Walkers/Pepsico's attempt to leech off the good works of true artisan snack pioneers such as [Kettle](#), [Tyrrell's](#) and Burt's. Witness the hyperbolic guff on the pack: "We only use the best ingredients from Nature's Kitchen..." blah blah blah. A cynic might continue: "...and when Nature's Kitchen has finished, we send cheap spuds to a sodding great factory in Coventry/Leicester and put them through the same mass production process as everything else we churn out, but this time covered in a thick, thick marketing budget to help screw over the people who gave us the idea. Cheers guys."

None of this is to say Red Sky is a bad product. This flavour, just one of the new range's imaginative advance guard, actually contains bacon and real cream cheese - and what a revelation THAT must have been for Walkers. The taste is pleasant enough in an anodyne way, with a good crunch and attractive packaging. It's just that Red Sky is simply unnecessary. The originators' ranges are excellent, and there's plenty of good competition from supermarket own-brands (take a bow Sainsbury's). So will Red Sky prove to be a brand manager's delight? I hope not. We should reward real innovators. Disingenuous rip-o... sorry, 'tributes' like this should just be pitied for lack of corporate imagination. Kids, just say no.

...Another impassioned analysis from "Nick T" today - while, amid the pleas for **Mild Curry Flavour Wotsits** ("They were fantastic but very shortlived. I would say they only lasted about six months, 1985-6. I would willingly campaign to bring them back" - "Chris Wyatt") and **Smith's Scampi Fries** ("We found them easily in Scotland (Paisley), but here in the Midlands it's a Scampi Fries-free wasteland!" - "Simon J. Mills") comes "Oli's" more unusual request, inquiring: "Does anyone have the little paint image of Crisp Commando mascot from ilovecrisps.com?" Try http://web.archive.org/web/*/http://www.ilovecrisps.com, Oli - could [this](#) be what you're looking for?

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