

Nick Coleman  
CEO & Founder

**Andy Allen**  
Co Founder

**The Snaffling Pig Co**

@SnafflingPigCo

#Bucksdigital

Hello, we're:

the *Snaffling Pig*<sup>co</sup>

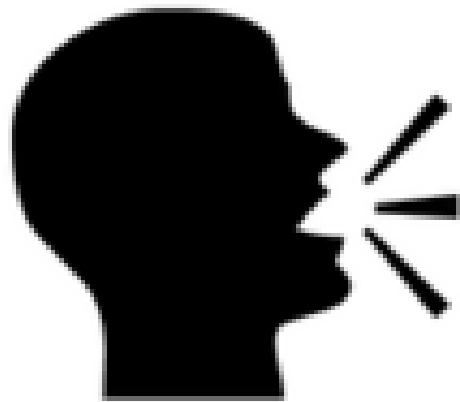


The Buckinghamshire  
*Business Awards*  
New Business of  
the Year 2016





**DANGER**



**MEMES  
AHEAD**



IT'S WHAT HE WOULD  
*the*  
*Snaffling*  
 *Pig*<sup>co</sup>  
HAVE WANTED

## **The Snaffling Pig Co:**

**On a mission to take the humble (but  
awesome) Pork Crackling to places  
it's never been before.**



**Let's Get On To Today's Business..**

**I HAZ**



**INTERNET!!!**

memegenerator.net

# **5 Things We've Learnt Building A Pork Scratching Business Online**

**CLICKBAIT**

**CLICKBAIT EVERYWHERE**

**5 Things We've Learnt Building A  
Pork Scratching Business Online:  
Number 5 BLEW A GRANNY'S MIND.**

# Lesson 1: Know Your Place



## 3 Distinct Routes To Market

### On-Trade



### Grocery

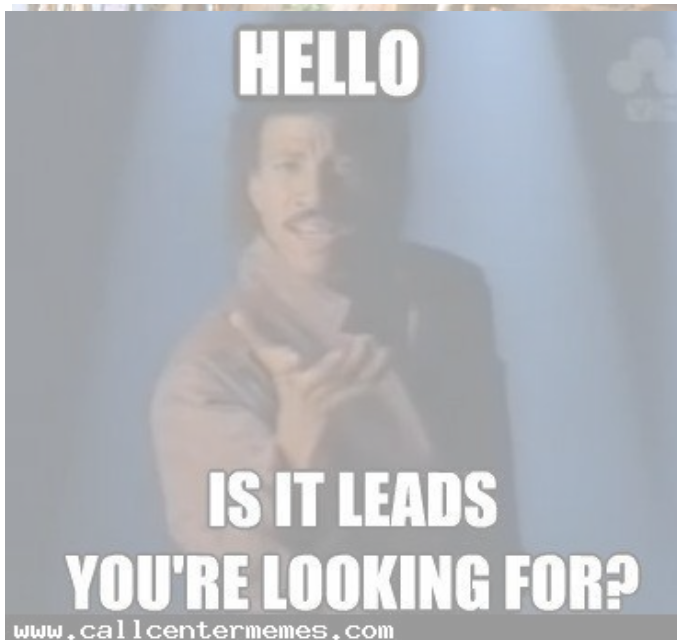


### Gifting



# 3 Distinct Routes To Market

## On-Trade



## Grocery



## Gifting



# Hello. We're The Snaffling Pig Co.

We're worshippers of the noble porker and makers of big, bold flavoured pork crackling of the highest quality. Let's make the piggin' magic happen.



## Black Pepper Gifting Jar

The Snaffling Pig Co.

£15.99

★★★★★ 5 reviews



## Foil Cases

The Snaffling Pig Co.

From £18.00

★★★★★ 6 reviews



## Pig 'N' Mix: Small Jar Bundle

The Snaffling Pig Co

£19.99

★★★★★ 1 review



## Pig & Pint Extravaganza

The Snaffling Pig Co.

£30.00

★★★★★ 4 reviews



gifts for men



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### Unique Gifts for a Man - 1000's of Gifts for any Occasion

Ad [www.gettingpersonal.co.uk/formen](http://www.gettingpersonal.co.uk/formen)

4.3 ★★★★★ rating for gettingpersonal.co.uk

Personalised Your Way, Buy Now.

Ratings: Product info 9.5/10 - Returns 9/10 - Selection 9/10 - Customisation 9/10

### Great Gift Ideas For Men - Fun & Funky Gifts Galore - findmeagift.co.uk

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Birthday Gifts and Presents for Him: Men

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Best gifts for him · Gifts £25 - £50 for him · Little extras for him



The Snaffling Pig Co.

Published by Andrew Allen [?] · 19 August ·

Hello Swine Diners! We've never had a sale before and we have no idea if it'll float your boat, but we thought we'd have a little experiment. So, for a limited time only, our legendary Salt & Vinegar Jar is only £10. Our man Nick Jenkins will be delighted, it's his favourite. 😊 If you'd like to get involved, step this way: <http://tinyurl.com/h6tc8t6>



### Salt & Vinegar Gifting Jar- Now £10

It's the least pushy sale of all time. Pop on over, if you like.

[SNAFFLINGPIG.CO.UK](http://SNAFFLINGPIG.CO.UK)



# Lesson 2: Do The Basics, Brilliantly





snaffling pig



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## The Snaffling Pig Co | Awesome Flavoured Pork Crackling

[www.snafflingpig.co.uk/](http://www.snafflingpig.co.uk/) ▾

The **Snaffling Pig** Co: Worshipers of the noble porker. Makers of big, bold flavoured crackling. You might have seen us on Dragons' Den. Buy direct online.

### Gift Jars

Take one high quality jar, fill it with what we reckon is close to porky ...

### Piggin' Product

Piggin' Product · Gift Jars · Foil Bags  
... Piggin' Beer. The ...

### Large Jar Refill Packs

... Large Jar Refill Packs. Large Jar  
Refill Packs. 2 X 300g Refill ...

[More results from snafflingpig.co.uk »](#)

### About Us

The 'On Brand' Version Snaffling Pig  
Co are a horde of meaty ...

### Pig of Doom Gifting Jar

The Pig of Doom is the Snaffling Pig's  
spice lunatic ... Pig of ...

### FAQs

FAQS. Since day one we've made a  
point of being as open and ...

## The Snaffling Pig Co. | Facebook

[en-gb.facebook.com](https://en-gb.facebook.com) › [Places](#) › [Aylesbury, Buckinghamshire](#) › [Grocers](#) ▾

The **Snaffling Pig** Co., Aylesbury, Buckinghamshire. 5435 likes · 15 talking about this · 8 were here.  
We're the **Snaffling Pig** Co. Worshipers of the noble...



## The Snaffling Pig Co | Awesome Flavoured Pork Crackling

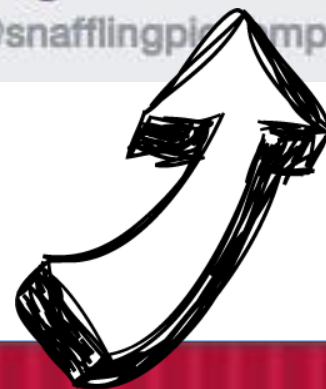
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[SNAFFLINGPIG.CO.UK](http://SNAFFLINGPIG.CO.UK)



The Snaffling  
Pig Co. ✓

@snafflingpigcompany



# Lesson 3: The Devil (And Your Brand) Is In The Detail





**Snaffling Pig** @SnafflingPigCo · Oct 2

3 days of @BarPubShow action starting tomorrow! Come say hi, we do like a piggin' chat. Stand We31

**PORK  
RELATED  
CHAT**



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**Snaffling Pig** @SnafflingPigCo · Oct 2

3 days of @BarPubShow action starting tomorrow! Come say hi, we do like a piggin' chat. Stand We31 [pic.twitter.com/n4xS756rGh](https://pic.twitter.com/n4xS756rGh)



**BarPubShow** @BarPubShow



Following

The Bar & Pub Show 3 - 5 October 2016 A new trade show for the bar and pub industry. In partnership with @morningad, co-located with @RestaurantShow #BarPub2016





We've held onto your piggin' order.

Hi Bob, using the magic of the internet we noticed you contemplated purchasing some awesome flavoured pork crackling, but for one reason or another, it didn't quite happen. That's totally cool with us, we like the fact you spent some of your day thinking about porky snacks in the first place.

But, if you decide to make the piggin' magic happen, your cart is ready and waiting for you to press the button. No pressure at all, we're not ones for the big sell, but if you go for it, feel good in the fact that you've made the Logistic Pig's day.

Get Some Pig.

# Lesson 4: Your Best Friends Can Be Your Biggest Enemies





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Birthday Gifts and Presents for Him: Men

### Experience Days For Men - Unforgettable Experiences Days

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## THE SNAFFLING PIG CO

The Snaffling Pig Co are a horde of meaty treat aficionados, with a penchant for bold flavours and good, honest produce. We were founded in 2014 and we're on a mission to take the humble pork crackling to places it's never been before.

We believe that glorious things happen when you embrace your carnivorous side, so we set out to make our awesome flavoured pork crackling. Think of it as a celebration of the noble porker. What a hero he is. If he had hands, we'd high five him.

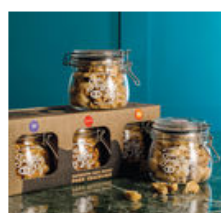
All our product is double cooked by hand and is delivered super fresh.

Couple that with our 'bigger is better' approach to flavour (the Snaffling Pig isn't a fan of 'bland', he'll leave that to rice cakes) and the result is an eclectic range of porky snacks for you to snaffle; all wonderfully light, crunchy, and more than a little cheeky.

In 2016 we appeared on BBC2's Dragon's Den and have won 3 Great Taste Awards for our Perfectly Salted, Fennel and Black Pepper flavours.



products [view all](#)



 Chat with us!



snaffling pig advent calendar



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## Pork Crackling Advent Calendar – The Snaffling Pig Co

[www.snafflingpig.co.uk](http://www.snafflingpig.co.uk) > Products ▾

PRE ORDER- Delivered November\*\* Advent calendars are great, right? Wonderfully delivering daily countdown-based treats, encouraging early morning ...

## All – The Snaffling Pig Co

[www.snafflingpig.co.uk/collections/all](http://www.snafflingpig.co.uk/collections/all) ▾

Pig 'N' Mix: Small Jar Bundle. The Snaffling Pig Co £19.99 1 review ... Pork Crackling Advent Calendar. The Snaffling Pig Co £12.50 No reviews ...

## The Snaffling Pig Co | Awesome Flavoured Pork Crackling

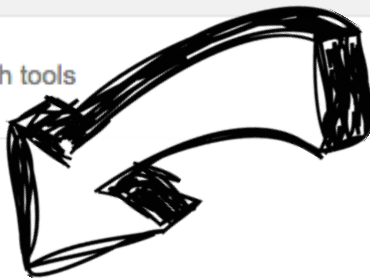
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## Gift Packs – The Snaffling Pig Co

[www.snafflingpig.co.uk/collections/gift-packs](http://www.snafflingpig.co.uk/collections/gift-packs) ▾

Pig 'N' Mix: Small Jar Bundle. The Snaffling Pig Co £19.99 1 review ... Pork Crackling Advent Calendar. The Snaffling Pig Co £12.50 No reviews ...



## The Snaffling Pig Co Pork Scratchings Mega Advent ...



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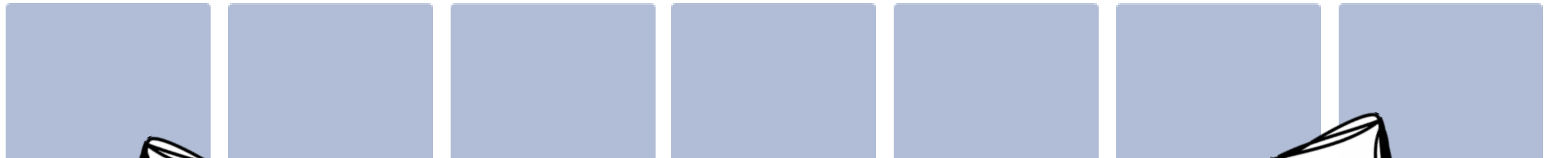


# Lesson 5: Social Never Sleeps (But You Have To)



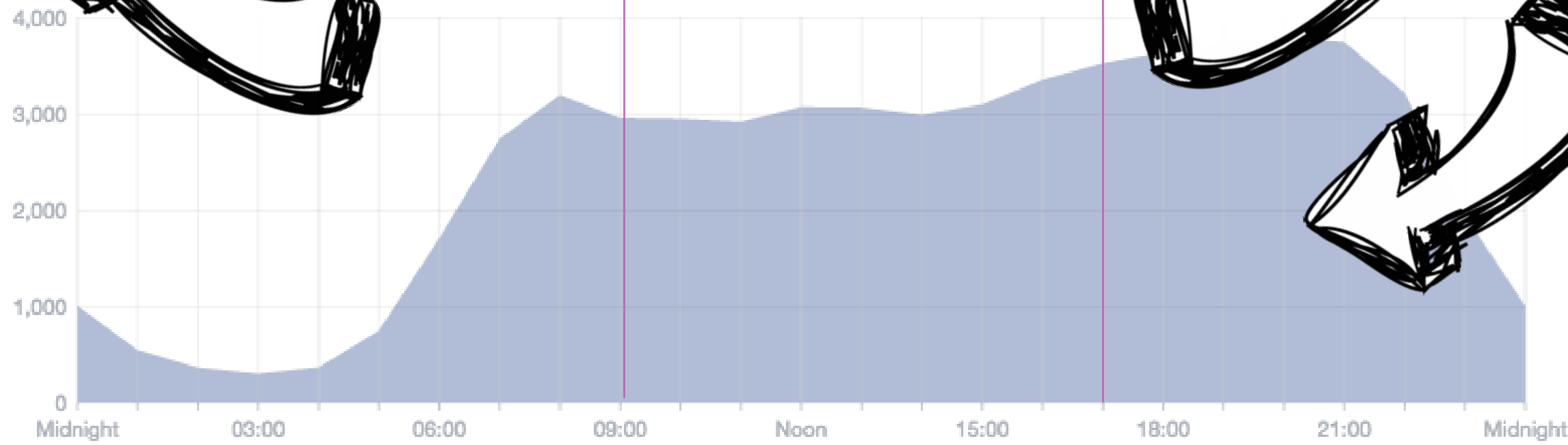
DAYS

5,374      5,362      5,358      5,370      5,365      5,357      5,366



Sun      Mon      Tues      Wed      Thurs      Fri      Sat

TIMES



Hi George, thanks for getting in touch! To avoid our piggy project taking over our entire world we're trying to only respond to FB messages in office hours (9am-5.30pm Mon-Fri). This one is automatic, but we'll be in touch soon. Team SP x



**Michael Axe**  
@MwAxe



 Follow

My jar of @SnafflingPigCo flavoured crackling is the best fathers day present ever - & THEY DO HOME DELIVERY REFILLS (just got my first 1)!

RETWEET  
1

LIKES  
3



3:56 pm - 7 Jul 2016



1



3



**Itsnotjustallaboutme** @Injaamblog · 25 Dec 2015  
@SnafflingPigCo best present ever #taste #favourite #FACT



1







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**020 3096 5200**  
**[www.snafflingpig.co.uk](http://www.snafflingpig.co.uk)**  
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