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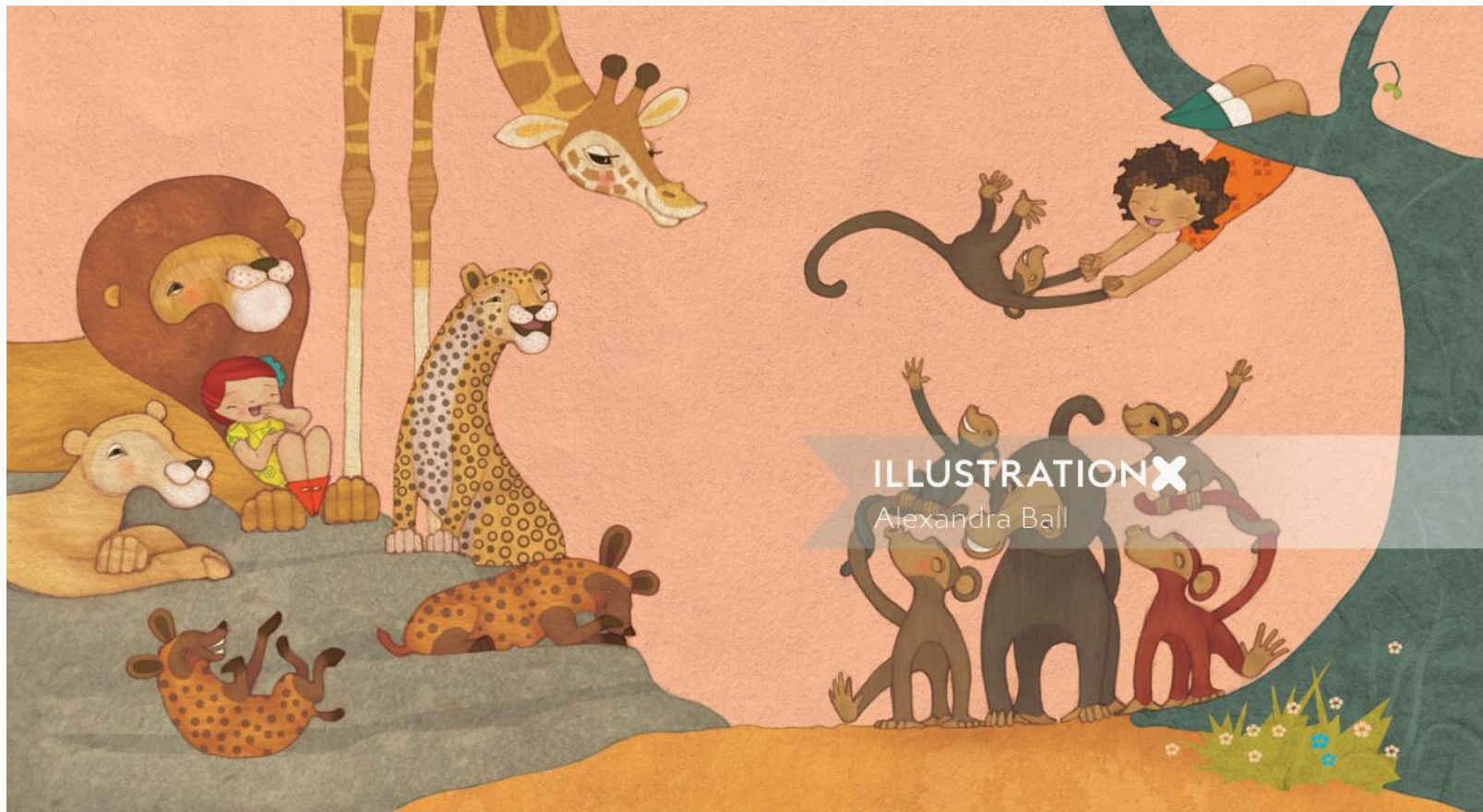
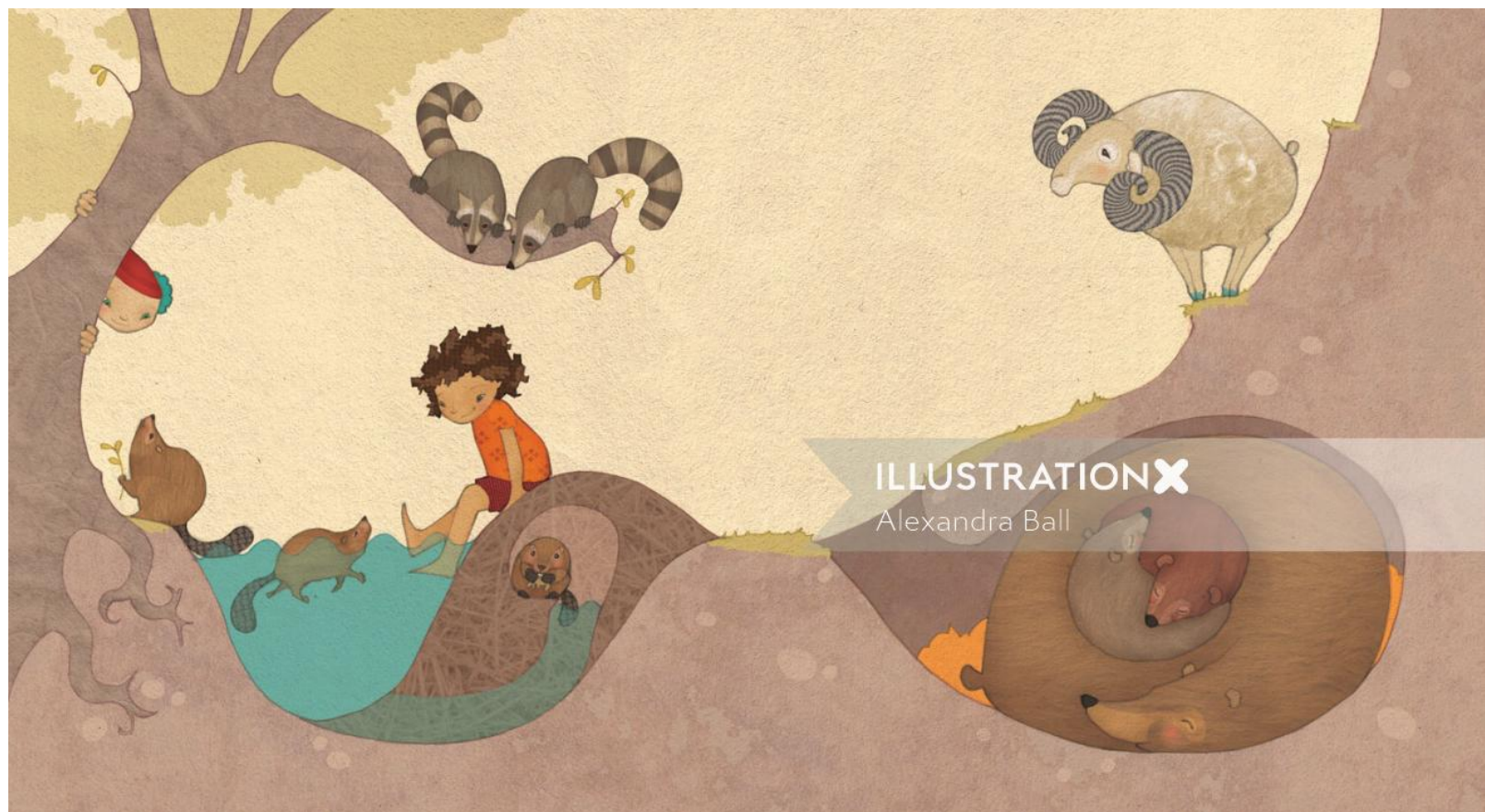


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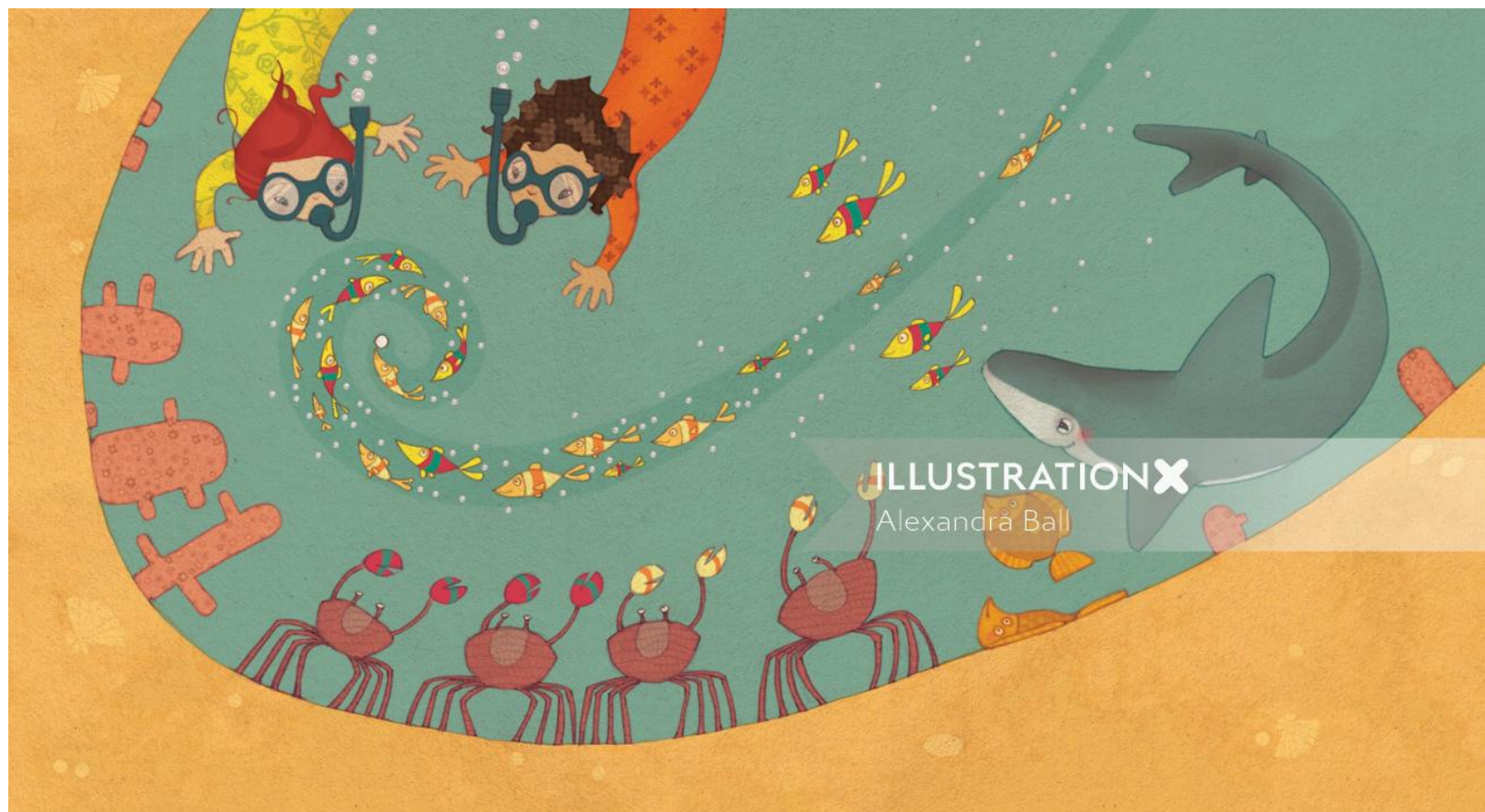
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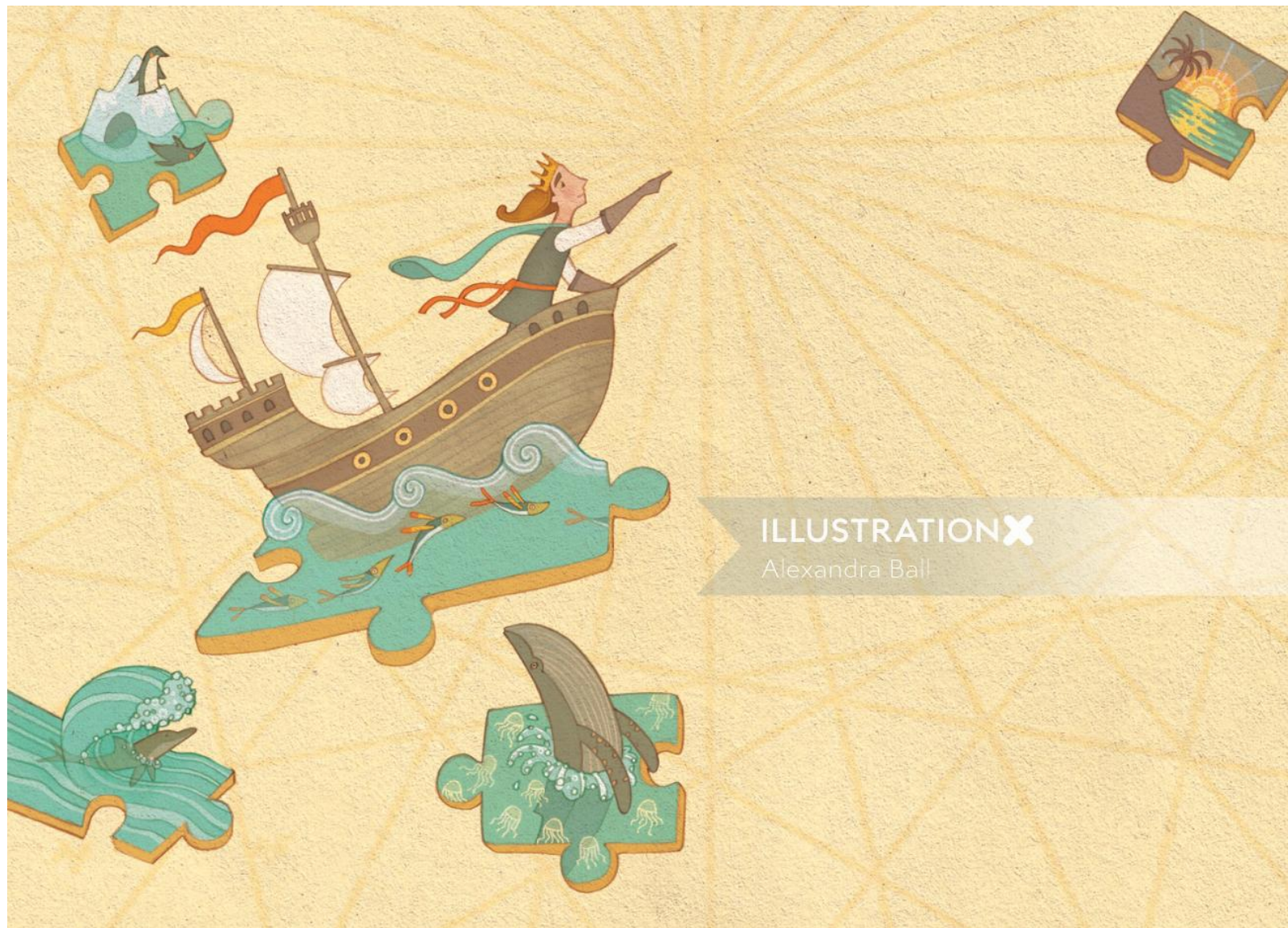
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The advertisement features a vibrant illustration of a jungle scene with several monkeys playing on tree branches. The central text reads "WALKERS WHOLEGRAIN THAT'S A WHOLE LOT OF FUN". A bag of Walkers Baked Hoops and Crosses (Roast Beef flavor) is shown, along with individual crisps. The bag highlights "Wholegrain Goodness" and "30% Less Fat*". A "TASTE GOOD FEEL GOOD" seal is present on the bag and in a larger version at the bottom left. A "NEW" badge is also visible. At the bottom, a text box states: "Baked Hoops and Crosses not only contain wholegrain, they're 30% less fat*. Perfect for any cheeky monkey's lunchbox." The background is a soft, greenish-yellow wash with a sunburst effect behind the main text.

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WALKERS
TASTE GOOD
FEEL GOOD
• Wholegrain Goodness
• 30% Less Fat*
NEW
WALKERS BAKED
HOOPS - AND -
CROSSES
6 Roast Beef
FLAVOUR BAKED CORN CRACK
6x18g e

TASTE GOOD
FEEL GOOD
NEW
Baked Hoops and Crosses not only contain wholegrain, they're 30% less fat*. Perfect for any cheeky monkey's lunchbox.

Walkers and the Walkers logo are registered trademarks. Walkers Baked Hoops and Crosses is a trademark. ©2013
*30% less fat than everyday potato crisps on average.

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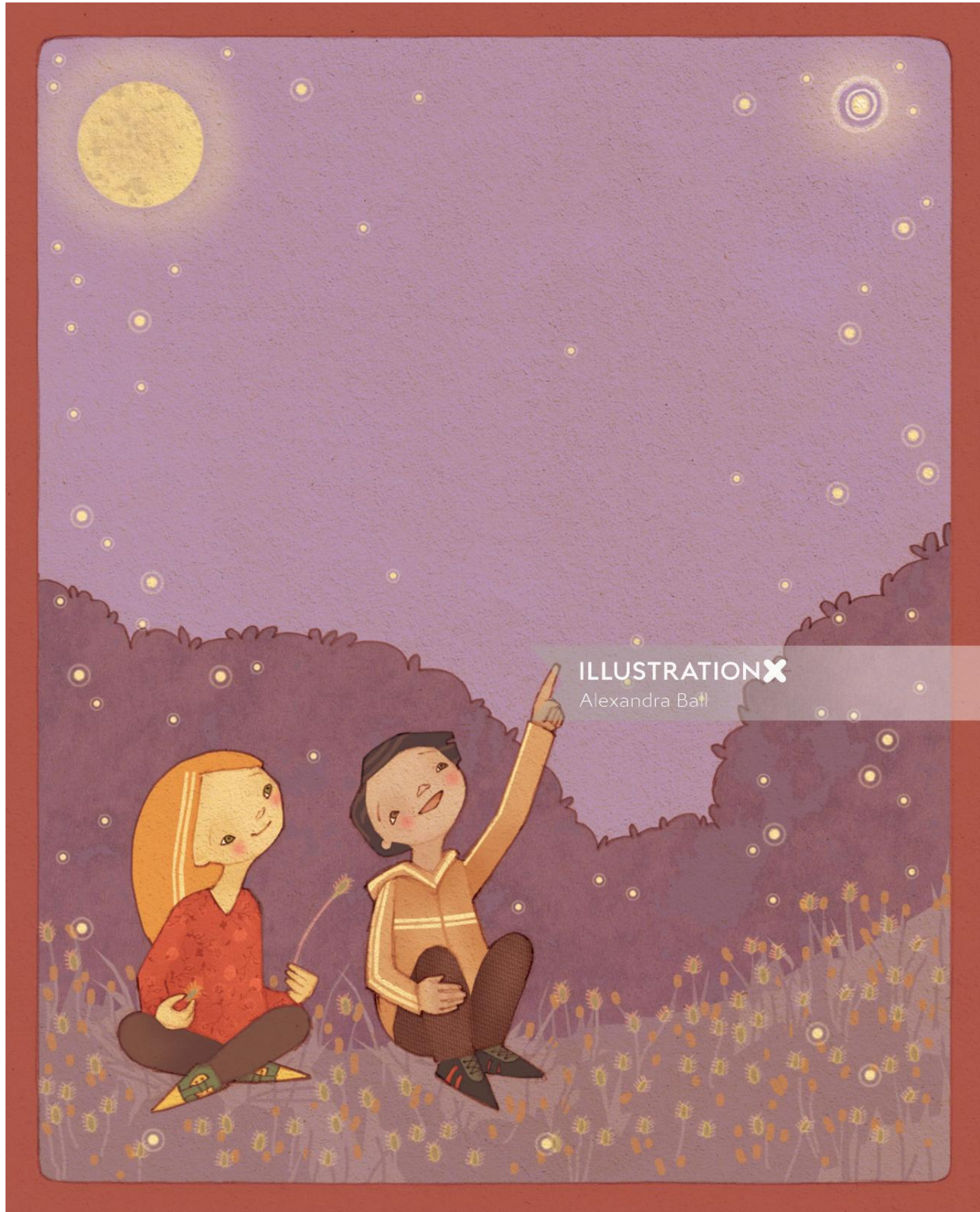
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Need advice?

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