



BY APPOINTMENT TO  
HER MAJESTY THE QUEEN  
SUPPLIERS OF CHRISTMAS  
CRACKERS AND WRAPPING PAPER  
TOM SMITH GROUP  
WALES

# TOM SMITH

SINCE 1847



CATERING CRACKERS  
THE HOME OF

*Christmas*

2023

# HISTORY OF TOM SMITH

TOM SMITH  
S I N C E 1 8 4 7

In 1841 Tom Smith discovered the 'bon bon' sugared almond, wrapped in a twist of tissue paper. Seven years later this simple idea evolved into what we know now as the Christmas Cracker.

By placing a small love motto in the tissue paper and being inspired by the crackling sound of logs on the fire, followed a lot of hard work and experimentation he came up with a crackling mechanism that created a pop as the bon bon wrapping was broken. This became the snap and the cracker was born.

As the world's largest brand of Christmas Crackers, Tom Smith are proud to lead market innovation and design, focussed on sustainability while ensuring the finest product experience.

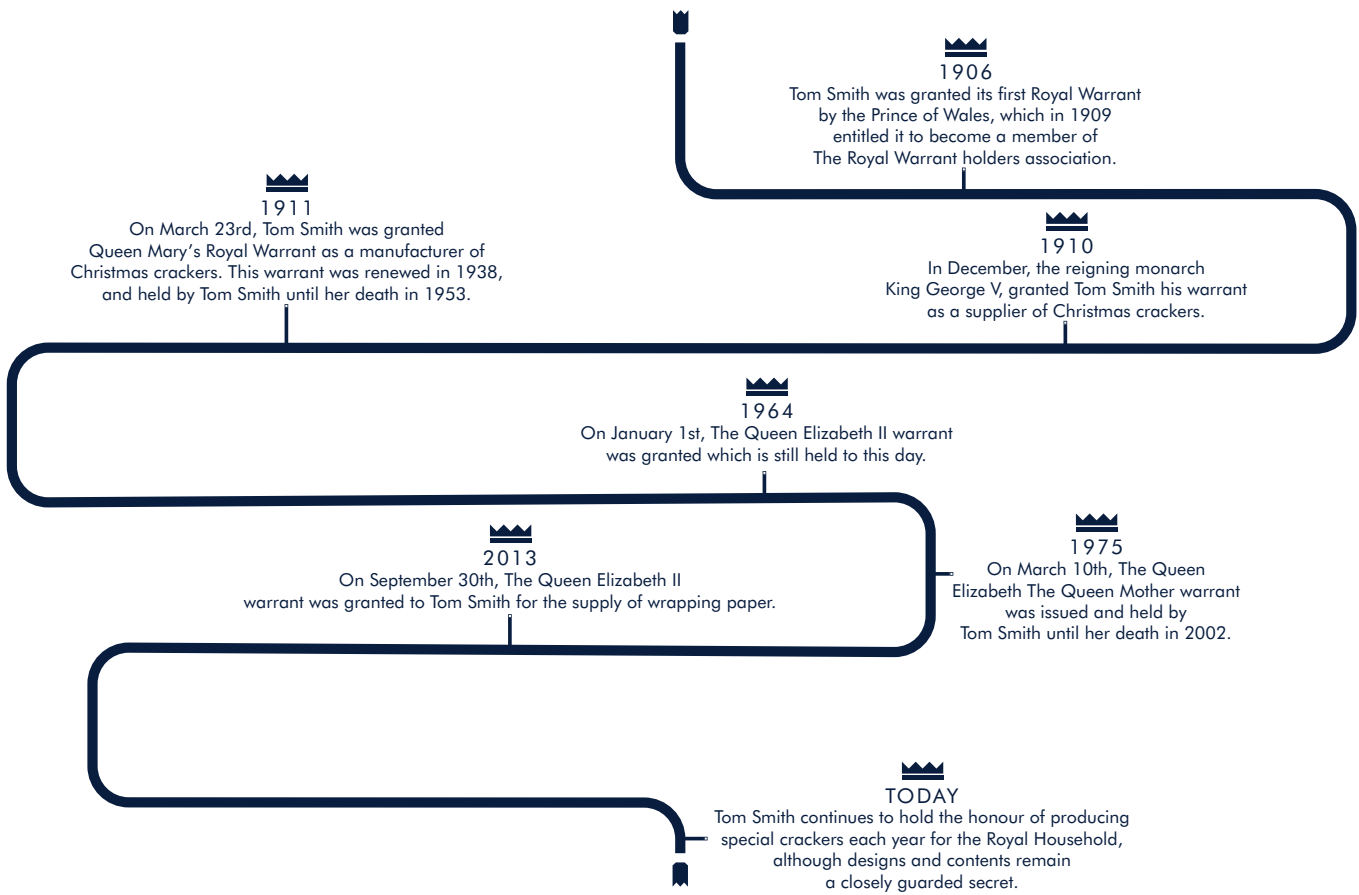
This year our Tom Smith 2023 catering range has three core market messages;

1. No single use plastics on or in our catering 2023 range.
2. No glitter to enhance recyclability.
3. Enhanced charity donation in conjunction with our charity partner Trussell Trust.



# ROYAL WARRANT TIMELINE

## ROYAL WARRANT





# Contents



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to find the products  
that are right for you!

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# 11" ECO-CHARITY CRACKERS

**XIGDC3964**

RED & KRAFT TREE  
CHARITY CRACKER  
CASE: 50 X 11"



MADE FROM RECYCLED BOARD

RECYCLABLE

CONTAINS 2D TREE DECORATION



ALSO CONTAINS A PAPER HAT AND A JOKE

The Trussell Trust supports a nationwide network of food banks to provide emergency food and support to people locked in poverty, and campaign for change to end the need for food banks in the UK. More than 14 million people are living in poverty in the UK - including 4.5 million children. Tom Smith are proud to be supporting the Trussell Trust in their work and will be giving £2 per case from sales of our catering eco range of Christmas crackers.



Reg charity in England & Wales (1110522) and Scotland (SC044246)  
Reg. Ltd. Co. in England & Wales (5434524)  
[www.trusselltrust.org](http://www.trusselltrust.org)

# 12" ECO-CHARITY CRACKERS

**XIGDC3965**

RED & KRAFT ROBIN  
CHARITY CRACKER  
CASE: 50 X 12"



MADE FROM RECYCLED BOARD

RECYCLABLE

CONTAINS 3D TREE DECORATION



ALSO CONTAINS A PAPER HAT AND A JOKE

The Trussell Trust supports a nationwide network of food banks to provide emergency food and support to people locked in poverty, and campaign for change to end the need for food banks in the UK. More than 14 million people are living in poverty in the UK - including 4.5 million children. Tom Smith are proud to be supporting the Trussell Trust in their work and will be giving £2 per case from sales of our catering eco range of Christmas crackers.



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# 14" ECO-CHARITY CRACKERS

**XIGDC3966**

RED & KRAFT FOLIAGE  
CHARITY CRACKER  
CASE: 25 X 14"



CONTAINS 3D TREE DECORATION



ALSO CONTAINS A PAPER HAT AND A JOKE

The Trussell Trust supports a nationwide network of food banks to provide emergency food and support to people locked in poverty, and campaign for change to end the need for food banks in the UK. More than 14 million people are living in poverty in the UK - including 4.5 million children. Tom Smith are proud to be supporting the Trussell Trust in their work and will be giving £2 per case from sales of our catering eco range of Christmas crackers.



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# 14" DELUXE CRACKERS

## XIGDC0635

WHITE AND SILVER SNOWFLAKE  
CRACKERS  
CASE: 25 X 14"



ALSO CONTAINS A HAT AND A JOKE



## XIGDC3970

WHITE & GOLD MERRY  
CHRISTMAS  
CASE: 25 X 14"



MADE  
FROM  
RECYCLED  
BOARD

RECYCLABLE



ALSO CONTAINS A HAT AND A JOKE





# 14" DELUXE CRACKERS

## XIGDC0640

GOLD PINECONE  
CRACKERS  
CASE: 25 X 14"



ALSO CONTAINS A HAT AND A JOKE



## XIGDC0643

SILVER PINECONE  
CRACKERS  
CASE: 25 X 14"



ALSO CONTAINS A HAT AND A JOKE



DELUXE

# 14" DELUXE CRACKERS

**XIGDC0636**  
CREAM & GOLD  
ART DECO CRACKERS  
CASE: 25 X 14"



DELUXE

# 14" DELUXE CRACKERS

**XIGDC3967**

WHITE AND RED SEASONS

GREETINGS

CASE: 25 X 14"



CATERING CRACKERS

# 14" DELUXE CRACKERS



ALSO CONTAINS A HAT AND A JOKE



**XIGDC0638**  
GOLD SPARKLE  
CRACKER  
CASE: 25 X 14"



**XIGDC0637**  
SILVER SPARKLE  
CRACKER  
CASE: 25 X 14"



**XIGDC0639**  
GUNMETAL  
SPARKLE CRACKER  
CASE: 25 X 14"

FOIL BOARD

# 14" DELUXE CRACKERS

**XIGDC3971**

BURGUNDY & GOLD  
MERRY CHRISTMAS  
CASE: 25 X 14"



CATERING CRACKERS

**XIGDC0656**

WB SILVER SHIMMER  
CRACKERS  
CASE: 50 X 12"



ALSO CONTAINS A HAT AND A JOKE



**XIGDC0657**

WB GOLD SHIMMER  
CRACKERS  
CASE: 50 X 12"



ALSO CONTAINS A HAT AND A JOKE



**XIGDC0622**

GOLD & BLACK  
CELEBRATION CRACKERS  
CASE: 50 X 12"



# 12" FOIL CRACKERS



ALSO CONTAINS A HAT AND A JOKE

**XIGDC2863**  
SILVER SNOWFLAKE  
CRACKER  
CASE: 50 X 12"



ALSO CONTAINS A HAT AND A JOKE

**XIGDC2862**  
GOLD SNOWFLAKE  
CRACKER  
CASE: 50 X 12"



**XIGDC0625**

BLUE & SILVER  
SCRIPT CRACKERS  
CASE: 50 X 12"



**XIGDC0620**  
RED & CREAM  
TREE CRACKERS  
CASE: 50 X 12"



ALSO CONTAINS A HAT AND A JOKE



NON FOIL BOARD

# 12" NON-FOIL CRACKERS

**XIGDC0615**  
CREAM & GOLD  
STAG CRACKERS  
CASE: 50 X 12"



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ALSO CONTAINS A HAT AND A JOKE

RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD

**XIGDC3969**

GREEN & KRAFT FOLIAGE  
CRACKERS

CASE: 50 X 12"



**XIGDC0616**  
SILVER & WHITE  
SNOWFLAKE CRACKERS  
CASE: 50 X 12"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



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# 11" FOIL CRACKERS

**XIGDC0648**  
CLASSIC TARTAN  
CRACKERS  
CASE: 50 X 11"



ALSO CONTAINS A HAT AND A JOKE



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# FOIL BOARD

# 11" FOIL CRACKERS

**XIGDC0614**  
SILVER & WHITE  
SCRIPT CRACKERS  
CASE: 50 X 11"



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[www.trusselltrust.org](http://www.trusselltrust.org)



ALSO CONTAINS A HAT AND A JOKE



**XIGDC0613**  
CREAM & GOLD  
STARBURST CRACKERS  
CASE: 50 X 11"



ALSO CONTAINS A HAT AND A JOKE



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# 11" FOIL CRACKERS

**XIGDC2860**  
CREAM & RED  
SCRIPT CRACKERS  
CASE: 50 X 11"



ALSO CONTAINS A HAT AND A JOKE



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(1110522) and Scotland (SC044246)  
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[www.trusselltrust.org](http://www.trusselltrust.org)

# 11" CRACKERS

**XIGDC0609**  
WOODLAND SCENE  
CRACKERS  
CASE: 100 X 11"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



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# 10" CRACKERS

**XIGDC3968**  
CREAM & GOLD  
SCRIPT CRACKERS  
CASE: 100 X 10"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



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NON FOIL BOARD

# 10" CRACKERS

**XIGDC0607**

WHITE & SILVER

TREE & PRESENT CRACKERS

CASE: 100 X 10"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



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**XIGDC0608**  
RED & WHITE  
HOLLY CRACKERS  
CASE: 100 X 10"



ALSO CONTAINS A HAT AND A JOKE



RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



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**XIGDC0603**  
RED & GREEN  
SNOWFLAKE CRACKERS  
CASE: 100 X 9"

RECYCLABLE

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD



ALSO CONTAINS A HAT AND A JOKE



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# 7" CHILDREN'S CRACKERS

**XIGDC0602**  
CHILDREN'S  
CRACKERS  
CASE: 50 X 7"

CRACKERS  
ARE  
MADE FROM  
RECYCLED  
BOARD

RECYCLABLE

STICKER CONTENT IN CRACKERS  
ALSO CONTAINS A HAT AND A JOKE





12"  
11"  
10"  
9"  
8"  
7"



**XIGDC0602**  
7\"/>



**XIGDC0603**  
9\"/>



**XIGDC3968**  
10\"/>



**XIGDC0607**  
10\"/>



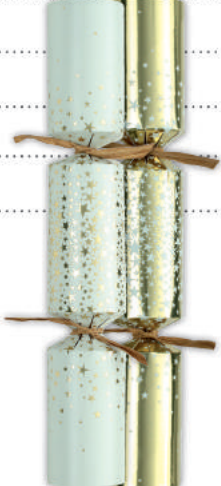
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**XIGDC0609**  
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**XIGDC2860**  
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**XIGDC0613**  
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**XIGDC3964**  
11\"/>



**XIGDC0648**  
11\"/>



**XIGDC0614**  
11\"/>



**XIGDC0615**  
12\"/>



**XIGDC0616**  
12\"/>



**XIGDC2863**  
12\"/>



**XIGDC2862**  
12\"/>



**XIGDC0620**  
12\"/>



**XIGDC0625**  
12\"/>



**XIGDC0626**  
12\"/>



**XIGDC0622**  
12\"/>



**XIGDC3965**  
12\"/>

14"  
13"  
12"  
11"  
10"  
9"



**XIGDC3969**  
12\"/>



**XIGDC0656**  
12\"/>



**XIGDC0657**  
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**XIGDC3967**  
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**XIGDC0636**  
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**XIGDC0635**  
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**XIGDC3970**  
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**XIGDC0637**  
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**XIGDC0638**  
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**XIGDC0639**  
14\"/>



**XIGDC3966**  
14\"/>



**XIGDC0640**  
14\"/>



**XIGDC0643**  
14\"/>



**XIGDC3971**  
14\"/>

CRACKER CONTENTS

ALL CRACKERS ALSO INCLUDE A PAPER HAT AND A JOKE

GREEN KRAFT CONTENT



CONTENT FOR: XIGDC3969

SCROLL CONTENT



CONTENT FOR: XIGDC0615, XIGDC0616, XIGDC0648, XIGDC0614, XIGDC0613, XIGDC2860, XIGDC0609, XIGDC3968, XIGDC0607, XIGDC0608, XIGDC0603

PARTY CONTENT



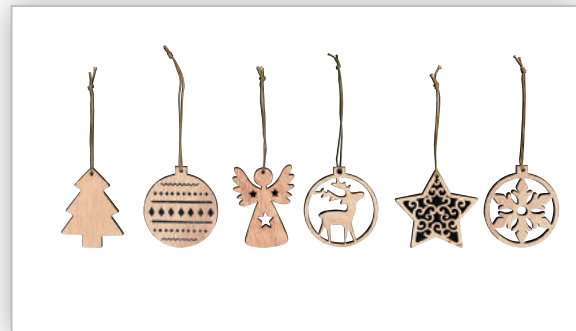
CONTENT FOR: XIGDC0622, XIGDC2863, XIGDC2862, XIGDC0625, XIGDC0620, XIGDC0626

SILVER & GOLD STAR DECORATIONS



CONTENT FOR: XIGDC0656, XIGDC0657

WOODEN TREE DECORATIONS



CONTENT FOR: XIGDC0635, XIGDC3971, XIGDC0640, XIGDC0643, XIGDC0636, XIGDC3967, XIGDC0638, XIGDC0637, XIGDC0639, XIGDC3971

CONTENT FOR ECO 1



CONTENT FOR: XIGDC3964

CONTENT FOR ECO 2



CONTENT FOR: XIGDC3965

CONTENT FOR ECO 3



CONTENT FOR: XIGDC3966

TABLEWARE

SILVER & WHITE



**XIGDP8541**  
33CM TISSUE NAPKIN  
PACK SIZE: 1000



**XIGDP8543**  
40CM AIRLAID NAPKIN  
PACK SIZE: 500



**XIGDP8545**  
AIRLAID TABLECLOTH  
PACK SIZE: 20

CREAM & GOLD



**XIGDP8532**  
33CM TISSUE NAPKIN  
PACK SIZE: 1000



**XIGDP8534**  
40CM AIRLAID NAPKIN  
PACK SIZE: 500



**XIGDP8544**  
AIRLAID TABLECLOTH  
PACK SIZE: 20

RED & GOLD



**XIGDP8538**  
33CM TISSUE NAPKIN  
PACK SIZE: 1000



**XIGDP8540**  
40CM AIRLAID NAPKIN  
PACK SIZE: 500

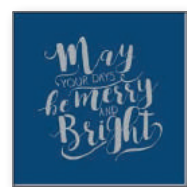
NAVY & SILVER



**XIGDP8535**  
33CM TISSUE NAPKIN  
PACK SIZE: 1000



**XIGDP8536**  
40CM TISSUE NAPKIN  
PACK SIZE: 1000



**XIGDP8537**  
40CM AIRLAID NAPKIN  
PACK SIZE: 500

OUR FOCUS ON THE ENVIRONMENT

We are committed to being a sustainable and environmentally conscious business working collaboratively with our supply chain, customers, employees and community.



Design Group and the Environment

IG Design Group UK is committed to a holistic approach to building a truly sustainable business model. We are achieving this by creating a sustainable organisation of like-minded colleagues who truly believe in using methods that do not harm the environment and so contribute to securing natural resources and quality of life for future generations.

Concern for the environment is an integral and fundamental part of our operations. We minimise our impact by using our scale and people to influence and drive positive and proactive change. We design with the environment in mind and create products that remove unnecessary materials and packaging. We invest in state-of-the-art, efficient manufacturing processes to reduce waste in our transformation process. We only use responsibly sourced materials from our compliant supply chain, including an increasing amount of recycled materials and materials that can be fully recycled.

Our Environmental & Sustainability Policy, in line with our ISO14001 certification, is designed to integrate a philosophy of sustainable development into all the organisation's activities and to establish and promote sound environmental practice in our operations.

We invest in the Woodland Trust 'Woodland Carbon Project' to mitigate the impact of our business activities on the environment as part of our carbon management programme.

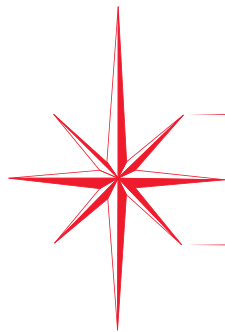
We are funding the planting of new native woodland in the UK to ensure that the CO2 emissions we create from our domestic sea freight are absorbed from the atmosphere and stored by the trees that are grown.



No Single Use Plastics ON or IN our Tom Smith 2023 catering crackers.  
A glitter free Christmas to enhance recyclability of our products







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# POLARIS

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by **design**group

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