

TRY A TASTE OF THE EAST WITH NEW PRINGLES JAPANESE KATSU CURRY RICE FUSIONS

- Pringles releases brand new addition to their delicious Rice Fusions range – Japanese Katsu Curry
- With all eyes on Japan this year, there's no need to travel far to try a taste of real Katsu flavour
- NEW Japanese Katsu Curry flavour joins the Pringles Rice Fusion family alongside *Japanese BBQ Teriyaki*, *Indian Tandoori Chicken Masala* and *Peking Duck with Hoisin Sauce*
- Pringles Rice Fusion Japanese Katsu curry is available now in all good supermarkets

Craving real Asian flavours? Forget the takeaway and grab yourself a taste of Japan with brand new Pringles Rice Fusion Japanese Katsu Curry.

Made with rice and bursting with all the delicious seasonings of Katsu flavour, the latest addition to the Pringles Rice Fusion family will deliver a Japanese taste sensation faster than any delivery driver.

Brand new Japanese Katsu Curry joins the whole range of Pringles Rice Fusions - a new rice-based chip inspired by the East.

Enchanting Eastern flavours are infused throughout the whole chip – and the rice provides a more intense flavour than average. The new Rice Fusion range allows all stackable snack fans to discover the East without leaving the country – and all eyes are on Japan, Pringles are proud to be bringing the UK a true Asian taste sensation.

A Pringles spokesperson said: *“We know Katsu Curry is a favourite amongst many and so to be able to grab a delicious in your favourite snack is quite a treat. We’re excited to be bringing a taste of Japan straight to the UK with this delicious new addition to the Rice Fusions range.”*

The range will RRP at £1.99 per 160g can and will be available in all major supermarkets.

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Notes to Editors

For more information please contact Lucy Turner on LT@taylorherring.com