

PRESS RELEASE
NEW PRINGLES MINIS
UK

PRINGLES LAUNCHES MINIS FORMAT EXCLUSIVELY FOR VENDING

Pringles is introducing a new format to its range of crisps, developed exclusively for vending.

New Pringles Minis gives all the taste of the iconic Pringles crisp in a 30g bag, handy for on-the-go.

Pringles Minis will initially be available in the two most popular Pringles flavours, Original and Sour Cream and Onion.

Commenting on the launch, Gianna Regonini, National Account Manager, Pringles, said “We are delighted to be able to offer a Pringles pack and food format suitable for vending machines, so consumers can continue to enjoy Pringles when they are out of home”.

Pringles is the growth engine of the Chips & Snacks category in the UK and with a consumer target that over-indexes in out of home consumption, promises to extend this growth to vending.

Pringles Minis will be available in vending machines across the UK from January 2020.

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