

PRINGLES CANS LINE-UP TO SUIT EVERY SHOPPER

Pringles is helping retailers expand their impulse sales this year by identifying the right sized can for the right occasion.

This year has seen the brand partner with music streaming service, Deezer, launch a new £1 price-marked 70g can and soon a Christmas-themed sales-driver comes into play.

Pringles and Deezer bring snacks and music together this summer

Shoppers who purchase three Pringles 40g or 70g Snack Cans are eligible to receive a four month subscription to music streaming service, Deezer, worth £39.99.

The on-can promotion will benefit retailers by boosting snack can sales, which are currently delivering £5m YoY value in the Symbols and Independents markets - growing at over 20 per cent compared to last year*.

The Deezer promotion runs until February 2019 and cans will be available until end of October 2018.

*IRI data 52 w/e March 2018

£1 Pringles Snack Cans Take a Bite of the Impulse Market

Building on the success of the Pringles 40g snack can*, Pringles recently introduced a 70g snack can with £1 PMP.

The new can completes the Pringles line-up, making the brand a must-stock for any snacking occasion.

Chris Bates, Kellogg's impulse sales director, said: "We know from our research that retailers benefit from big brands offering a £1 price point all year round. The Pringles brand is loved by consumers and highly incremental to retailers' sales, making the 70g can a win-win for everyone.

"Completing the Pringles range, the 70g can is an ideal addition for any retailers looking to satisfy a range of shopper needs and drive incremental sales – whether its adding a Pringles 40g can to a meal deal, grabbing a Pringles 70g can for an afternoon snack or picking up a Pringles 200g can to share at a party."

IRI Data 52 w/e 2017 shows Pringles 40g can to be the fastest growing brand in the savoury snacks category in the last five years

Sleigh bells at the ready as Pringles sets to deliver gifts and sales this Christmas

From October this year, Pringles will launch a 'Free Present with Every Can' promotion where customers can redeem a free gift with every 200g can they purchase (PMP and non-PMP).

Every can includes a free digital gift while giving shoppers the chance to win bigger prizes; from holidays and GoPros to movie coupons and Pringles coupons.

Chris Bates, Kellogg's impulse sales director, said: "We know what a massive sales-driver Pringles is for both big and small retailers and how important it is for shoppers to stock up on sharing snacks at Christmas.

"The instant-win mechanic on the can is a tried and tested way to generate excitement with shoppers while driving sales and we're confident it will make snacking moments even more fun."

Pringles remains the biggest 'Large Sharing Crisps' brand in the UK, is worth over £190m in market and achieves 99% brand awareness*.

Last Christmas, Pringles was the most-bought branded FMCG food product in supermarkets during Christmas week 2017*.

The 'Free Present' promotion will be available from October until December 2018.

*IRI Data 52 w/e December 2017

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NOTES TO EDITORS

For more information, please contact Kellogg's on 0161 869 5293 or pressoffice@kellogg.com

Pringles 'Free Present with Every Can' prizes include:

- *Free digital gift (Pringles recipe book or party planner) for every can
- Winning moments prizes include: holidays (exclusions and date restrictions apply)
- GoPro HERO cameras

- smart TV
- instant print cameras
- portable speakers
- movie downloads
- 50p Pringles coupons (or euro equivalent)

All terms and conditions available at www.Pringles.com