

Press release: Trade
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Stack them up! Pringles incentivise shoppers to buy multiple cans

Pringles is tapping into the 'evening we' snacks trend as it launches its January on-pack promotion to encourage shoppers to purchase multiple cans.

The 'stacking' promotion invites shoppers to place three different flavours of Pringles together to create unique combination. Consumers can then share their creations on social media to be in with a chance of winning prizes.

The campaign looks to target the fastest growing snacks occasion 'evening we.' Shoppers who are looking for snacks between meal times or social get togethers.

The campaign will run in stores across all core Pringles flavours, including Sour Cream, Texas BBQ and Salt and Vinegar, and will be supported by social media.

UK Pringles activation lead, Helen Potter, said: "We know that taste and flavour are the main driver for the Pringles shopper, this activity taps into both those things.

"One of the suggested combinations is 'the big burrito stack' which consists of Original, Sour cream and onion and Texas BBQ sauce. With the opportunity to explore thousands of flavour combinations we believe it will drive shoppers to buy multiple cans in their shop."

This year Pringles has achieved double digit growth in an established market up +16% year on year (Sept 2019 IRI).

Helen Potter added: "Pringles had a great first quarter last year following our gaming partnership with PlayStation.

"Where in previous years we have felt the come down of Christmas the period, gaming was the most redeemed on-pack promotion in Pringles UK history and was instrumental to us maintaining growth on the brand.

"We hope stacking will give Pringles the same propelled start in store in 2020."

The on-pack promotion will be in available on the 200g cans, RRP: £2.50. Prizes will be available every day.

For more information or images please contact the press office on 0161 869 5293 or email pressoffice@kellogg.com

Editors note: The campaign is core range only and will not be available on Pringles Rice Fusions.