



LEADER OF THE STACK: SPENCER MATTHEWS LAUNCHES FOODIE TWIST ON THE CLASSIC SNACK

Pringles & Spencer launch new flavour mixing phenomenon

MasterChef finalist Spencer Matthews is launching the new Pringles flavour mixing concept – stacking – giving snackers a range of new Pringles flavours.

The stacking phenomenon sees adventurous foodies stack the uniquely shaped Pringles on top of each other, building fun and unique flavours - from the bacon sarnie to the big burrito.

Spencer Matthews, a self-confessed foodie, has been experimenting and creating his very own 'stacks'. The TV star's creations include 'steak and chips' combining Flame Grilled Steak, Salt and Vinegar as well as Texas BBQ Pringles and the 'posh toastie' which mixes Smokey Bacon, Cheese and onion as well as Original.

Spencer has even created his wife's, Vogue Williams, favourite dish 'winner, winner, chicken dinner' which included Peri Peri Chicken, Paprika and Original – the perfect Valentine's Day meal.

Creations such as the 'burrito' stack, where people have been stacking Texas BBQ, Sour Cream and Onion and Original are giving people their Tex-Mex fix. While other stacks are a little more adventurous, such as the Valentine's Day favourite - 'save your kisses' stack which requires Paprika, Prawn Cocktail and Sour Cream & Onion Pringles.

The Chelsea boy cemented his reputation as a top chef after becoming a finalist in Celebrity MasterChef. He has since taken to YouTube to share his cooking tips and flavoursome feasts.

The latest craze has not only seen Spencer Matthews launch his own 'stack' with the brand, but it has also left snackers questioning if they'll ever be able to enjoy one flavour of Pringle again.

Spencer said: *“I am a huge fan of cooking and trying out different flavours. It’s all about being creative and daring. Flavours which you would never expect to taste good together can end up being amazing.*”

“As most people, and my wife especially will tell you, I love nothing more than playing around with food, so the concept of stacking Pringles and messing around with flavours is something I have loved experimenting with. You don’t have to be a chef to work out your tastes and try new flavours, anyone can have a play at home.”

Pringles is also encouraging people to share their stacking creations using its hashtag #PringlesStacknShare – what’s more, winning stacks are in with a chance of winning some amazing prizes such as cooking classes and Restaurant Choice gift cards.

Pringles stack ‘n’ share competition is available on all core flavours including; Pringles Original, Cheese & Onion, Cheesy Cheese, Prawn Cocktail, Salt & Vinegar, Sweet Chilli, Roast Chicken & Herbs, Steak, Sour Cream & Onion, Hot & Spicy, Paprika, Smokey Bacon, Texas BBQ Sauce and Piri Piri.

For more information, please visit <https://www.pringles.com/uk/tsandcs.html>.



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NOTES TO EDITORS:

For more information follow @Pringles_UK.

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Images available on request.