

**Press Release – February 2022**

**TAKE YOUR TASETBUDDS ON HOLIDAY WITH PRINGLES' NEW FLAVOURS**

- *Pringles has launched two new limited-edition flavours – Italian Style Pepperoni Pizza Flavour and New York Style Cheeseburger Flavour*
- *The new flavours are in stores now*

Today, Pringles has added two new flavours to its range – Italian Style Pepperoni Pizza Flavour and New York Style Cheeseburger Flavour.

The new additions are part of Pringles' new 'Passport Flavours' collection and will be on shelves for just six months. Inspired by the delicacies of New York and Italy, the new flavours are expected to prove popular with Pringles fans.

The new Pringles will be in stores, including Aldi and B&M, this week for RRP £1.65.

There have been more than 100 different Pringles flavours introduced to the United Kingdom since it launched, including the weird and wonderful such as Pigs in Blankets, Mint Choc and Sweet Cinnamon. Pringles fans have come to expect innovation from the brand and its latest launch won't disappoint.

**Florence Kayll, Pringles UK brand lead said:** "We're really excited to introduce our new range of Passport Flavours and we can't wait to see which flavour Pringles fans like best. The limited-edition cans will be in stores for six months only, so get your hands on them whilst you can."

The two new additions follow on from the launch of Sweet Chilli Flavour and Spicy Chorizo Flavour Pringles in January this year.

**-ENDS-**

For more information, contact the Kellogg's UK press office on [pressoffice@kelloggs.com](mailto:pressoffice@kelloggs.com)

**NOTES TO EDITORS:**

For more information follow @Pringles\_UK.