

January 2021

**PRINGLES TURNS UP THE HEAT WITH NEW SPICY RANGE**

- *Pringles has launched three new flavours to see how hot you can go*
  - *First full collection of spicy flavours from Pringles*

Today, Pringles has launched Sizzl'N, a new range of three delicious flavours with varying levels of heat intensity that challenge people to step up the spice.

With each building in spice, the new flavours include Kickin' Sour Cream (medium), Spicy BBQ (hot) and Cheese & Chilli (Extra Hot), aiming to satisfy all thrill-seeking foodies who want to push their taste buds to the limit.

Containing no artificial colours or flavours, the new range will amplify some well-known Pringles flavours with an extra kick of spice that builds with every bite to test snackers' limits.

The launch is a first for the brand, which sees them enter the extra hot market thanks to the new addition of Cheese & Chilli Extra Hot. The flavours come as insights reveal 59% of millennials aged 18-34 prefer very spicy foods<sup>1</sup>, making the new range a perfect fit for those who can handle the heat.

**Rebecca Worthington, Pringles UK activation brand lead, said:** "We're really excited to introduce our new Sizzl'N Pringles flavours; we know our shoppers like spicy food, so we're hoping the new range will allow people to be more adventurous with their palates. We can't wait to see how many of our Pringles fans can handle the most intense heat."

Shoppers will be able to get their hands on the new Pringles from 6<sup>th</sup> January 2021 onwards - RRP £2.99<sup>2</sup>.

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NOTES TO EDITORS:

For more information follow @Pringles\_UK.

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<sup>1</sup> Technomic's 2019 Flavour Consumer Trend Report

<sup>2</sup> Pricing is at the sole discretion of the retailer