

**After months of guessing, Pringles Mystery Flavour has finally been revealed to shoppers**



**19 May 2025:** Pringles' limited edition Mystery Flavour, which has had fans guessing since it launched at the start of the year, has now been revealed by the popular snacks brand as **Spicy Pickle**.

Would-be snack detectives have taken to social media over the past couple of months to share their guesses, including the likes of wasabi, spicy meatball, cheesy nachos and melted popcorn.

The flavour first launched into supermarkets in January in a distinctive silver tube, and has since distributed 1.8m tubes – with fans submitting their guesses to be in with a chance of winning a trip to New York City.

Spicy Pickle was inspired by a Gen Z TikTok trend, with the flavour having seen a surge in popularity among younger audiences with a raft of videos under tags such as #pickle, #pickletrends and #picklechallenge.

**Rebecca Worthington, Pringles Marketing Lead UKI, said** "A key part of our retail approach is finding new ways to engage with shoppers and creating those surprise and delight moments in and out of store. Our mystery flavour did just that and it was the first time we've brought this kind of limited edition 'guessable' flavour to UK shoppers. Since launching into store in January, we've received over 6,000 guesses, with less than one per cent of the UK correctly identifying Spicy Pickle. It's been a pleasure to bring our retail partners on the journey with us too, adding a splash of mystery to supermarket shelves up and down the country!"

Shoppers can continue to enjoy Pringles Mystery Flavour – Spicy Pickle – across all major retailers throughout May.

Available in 165g at £1.95 RRP. Pricing is at sole discretion of the retailer.

**ENDS**