

## **Pringles turns up the heat with Sizzl’N Mexican Chilli & Lime Flavour**

Today, Pringles has added Mexican Chilli & Lime flavour to its fiery Sizzl’N range. The new spicy flavour joins medium Kickin’ Sour Cream, Sweet Chilli, hot Spicy Chorizo and extra hot Cheese & Chilli.

The combination of juicy limes mixed with a kick of chilli heat is set to bring Pringles fans on a sensorial journey to Mexico. Aiming to push snacking fans’ taste buds to the limit, the new flavour delivers a yin and yang taste sensation with its citrus zing and fiery chilli.

The new flavour taps into the demand for spice and heat, with chilli and lime being one of the top growing flavours in the category.

The Pringles Sizzl’N range contains varying levels of heat, each building to satisfy all preferences. The range contains no artificial colours or flavours to deliver the ultimate taste sensation.

When launched in 2021, the range quickly became the best UK sub-brand NPD<sup>i</sup>. The success reflects the growing demand for spicy foods and interesting flavours.

**Nikki Breeze, activation brand manager, Pringles said:** “Our fans have come to expect bold and exciting flavours from Pringles and the launch of Mexican Chilli & Lime is sure to deliver on this. The flavour is designed for those who like to explore new, adventurous tastes with a spicy twist. Our Sizzl’N range has been a huge success and we can’t wait to see what people think of this delicious addition.”

For those who want to step up the spice, Pringles Sizzl’N Mexican Chilli & Lime is available in Sainsbury’s for RRP £2.25.

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<sup>i</sup> Source: IRI UK Total Market NPD Value Sales, YTD up to P9 2021