

## **PIRI PIRI CHICKEN DECLARED BRITS TOP FLAVOUR AS PRINGLES LAUNCHES NEW CRISP**

Move aside chili cheese fries and spicy buffalo wings, a new flavour of crisp is coming to the UK. Set to fire up British taste buds, Pringles piri piri chicken hit shelves this week.

The new crisp was decided upon after Pringles asked people about their favourite taste combinations. According to the British palette, piri piri chicken was the nation's favourite flavour, beating the likes of chicken wings and chilli cheese fries.

Inspired by a leading Portuguese BBQ chicken marinade sauce, the flavour is a new taste adventure for snackers.

The flavour contains birds eye chilli which is one of the most substantial ingredients for making the Piri Piri sauce, but will you be able to handle the heat?

### **Top seven flavours consumer tested for UK palette**

1. Piri Piri Chicken
2. Fried Chicken Wings
3. Spicy Buffalo Wings
4. Pizza
5. South Caroline BBQ Sauce
6. Korean BBQ
7. Chilli Cheese Fries

Pringles flavourist, Kristien Thoelen, commented: "We're always looking at new flavours, as we aim to bring our Pringles fans different tasting experiences, and this just blew our snack testers away.

"Using the bird's eye chilli, it isn't for the unadventurous, but we're sure that those who love extra hot, hot, medium or mild will enjoy our new addition."

People will be able to get their hands on them in shops from October. The range will RRP at £2.50 per 180g can and will be available in all major supermarkets.

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