

PRINGLES MASCOT SPORTS BOLD NEW LOOK AFTER FIRST MAKEOVER IN 20 YEARS

- *The new look comes as the internationally famous snack celebrates its 30th birthday in the UK*

Mr. P, the moustachioed mascot for Pringles, has enjoyed his first makeover in 20 years, to coincide with the 30-year anniversary of the famous snack brand's UK launch.

After an eye-catching transformation, the playful Mr. P will now sport a modern emoji-style look, including bold new eyebrows and a fancy new red bow tie. Mr. P's new look has also seen him lose his hair, but at 54 years old, he is still looking as handsome as ever.

What's more, it's not just Mr. P who has had a glow up, the iconic cans have also been given a fresh new look. They will now feature new bright and bold packaging, highlighting Pringles' range of flavours and of course, their famous stackable shape.

The original Mr. P was designed by Arch Drummond in New York in 1967 and the loveable mascot has since become a global icon synonymous with fun times, and even once found himself guest-starring in an episode of The Simpsons.

Since Pringles launched, Mr. P has had six new looks to keep in tune with the times. Twenty years since his last redesign, the 2021 version of Mr. P is his boldest look yet.

After 30 years, Pringles' popularity is still going strong, with an average of five cans of Pringles flying off shelves each second in the UK¹. Fans can expect to get their hands on the bold new design from later this month.

There have been more than 102 different Pringles flavours over the years, including the weird and wonderful such as Pigs in Blankets, Mint Choc and Sweet Cinnamon. The most loved flavour of the nation has been and remains Sour Cream and Onion, closely followed by popular classics Original, Texas BBQ, Salt and Vinegar and Prawn Cocktail.

Florence Kayll from Pringles UK said: *"After being Pringles' loyal mascot for many years, Mr. P has had a well-deserved makeover, in what is his boldest look yet. Mr P's hair may now be gone but he's looking more youthful than ever with striking new eyebrows and is of course still sporting his famous, stylish moustache as he celebrates his 30th birthday in the UK.*

¹IRI data L52we

“While Mr. P and the can design have both undergone a transformation, Brits can be confident that there are no changes to the amazing flavour and crunch found inside every Pringles can”.

Fans will soon be able to spot the new design cans and Mr. P’s glow up across stores nationwide from late September.

For more information, please visit www.pringles.com

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NOTES TO EDITORS:

For more information on Pringles, please visit www.pringles.com or visit [@Pringles.uk](https://www.instagram.com/Pringles.uk).

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