

Press Release - 12TH January 2022

PRINGLES PACKS A PUNCH WITH TWO NEW FIERY FLAVOURS

- Pringles adds Sweet Chilli and Spicy Chorizo to its fiery Sizzl'N range

Today, Pringles has launched two new HOT additions to its Sizzl'N range. As medium Sweet Chilli and hot Spicy Chorizo flavours hit shelves across the country - are you ready to step up to the spice?

Aiming to push snack fans' tastebuds to the limit, the new piquant pair join Pringles' Sizzl'N range, which includes Kickin' Sour Cream (medium) and Cheese & Chilli (Extra Hot).

All flavours in the Sizzl'N range build in spice with every bite to test snackers' limits. The new flavours are available in Tesco stores now, with other retailers to follow.

The intense Spicy Chorizo flavour boasts BBQ notes surrounded by rich cured meat taste and slightly smoked paprika - do you dare to try? While the slightly milder Sweet Chilli has a spicy and aromatic flavour, made from a blend of fragrant spices, chilli and sweet notes delivering a multisensorial experience.

Florence Kayll, Pringles UK senior brand manager, said: "Our Sizzl'N range was a huge success last year and we're excited to add two new fiery flavours to the line-up. We know that people are exploring more adventurous tastes and we can't wait to see how many fans step up and try the new Sizzl'N flavours."

To find out more about the new flavours or the Sizzl'N range, visit www.Pringles.co.uk.

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NOTES TO EDITORS:

For more information follow @Pringles_UK.

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Images and samples available on request