

GLOW BIG OR GO HOME

PRINGLES' SPOOKY GLOW-IN-THE-DARK TUBES ARE BACK!

- Pringles has had a Halloween *glow-up* as it launches luminescent tubes just in time for spooky season
- The two tubes are part of the 'Hot' range - available in Hauntin' Sour Cream and Scary BBQ Ribs flavours
 - Available in-store now for a limited time only

No tricks, just treats. This year, Pringles is cranking up the eerie atmosphere as it announces the spine-tingling launch of limited-edition glow-in-the-dark tubes for the Halloween season.

Available in Hauntin' Sour Cream and Scary BBQ Ribs flavour, these illuminating tubes have arrived in the UK for the first time ever, and will be available on store shelves for a limited time only.

The one-of-a-kind tubes are set to glow shoppers' minds this Halloween, with iconic outer packaging that lights up as darkness hits. From parties and boo baskets to scary movie nights in, all you need to do to get them glowin' is 'charge' them up under a light, activating the glow once the sun goes down.

For those craving some scary spice to light up their snack time, look no further than Pringles Hauntin' Sour Cream. Bursting with flavour, these crisps blend high creaminess with a hint of sourness, delivering a fiery taste that will send savoury shockwaves through any Halloween gathering.

Also lighting up spooky season are Pringles Scary BBQ Ribs. Rich in sweetness and popping with a bold BBQ punch, those seeking something hotter can expect a sizzling combination of chilli heat with sweet tomato and spiced paprika.

Seanain Mcguigan, Pringles brand manager, said: *"Halloween is becoming bigger and bolder every year, and tasty treats are just the start of it. Set to spice up the Halloween festivities, our iconic Pringles tubes have had a real glow-up and are perfect to get you in the spooky season mood - even doubling up as haunting home décor!"*

Available now in all major retailers, including Tesco, Asda, Morrisons, Sainsbury's and Co-op.

ENDS