**Pringles Hot Range Gets a Spicy New Addition - Blazin’ Fried Chicken**

Forget the January blues - Pringles is turning up the heat with a fiery new addition to its Hot range. Say hello to Blazin’ Fried Chicken, the latest bold flavour that’s sure to spice up your snack time.

The new flavour, which is non-HFSS, is available from 1st January in all major retailers in the UK and Ireland.

In the UK, interest in chicken flavoured snacks is soaring, with searches for Nashville-style chicken surging by a staggering 120% in the past 12 months**1**.

The new launch comes as the trend for spicy food flavours shows no signs of slowing down, with a 23%2rise in demand for hot flavours. In light of this, Pringles is on a mission to give spice-seekers exactly what they want with new and exciting tastes. It’s clear that Brits are ‘heat hungry’ and Pringles is here to deliver.

Pringles Blazin’ Fried Chicken was inspired by iconic Nashville-style hot chicken, which was voted as one of Pringles fans’ top meat style flavours to try**3**. Whether you’re a seasoned ‘heat seeker’ or a newbie looking to kick things up a notch, Blazin’ Fried Chicken is the hottest new snack on the menu.

In addition to Blazin’ Fried Chicken, the Pringles Hot range offers a variety of bold flavours, including Flamin' Cheese, Mexican Chilli & Lime, Smokin' BBQ Ribs, Kickin' Sour Cream, and Sweet Chilli. There’s something for everyone, wherever you sit on the spice scale.

Available in 160g at £2.50 RRP.

Seanáin McGuigan, Pringles Brand Manager UKI, commented: “Hot and spicy foods have clearly been trending recently. We’ve listened to the demand and are excited to launch Blazin’ Fried Chicken to help satisfy those spicy cravings. What better time to bring the heat than in January? We’re confident that spice-seekers are going to love it.”

**ENDS**

1 Google trends, 2024

2 IRI MAT TY vs 4YA, August 23

3 Mane M2P online survey, Sept 23

**Notes to Editors**

In addition to Blazin’ Fried Chicken, the following flavours from the Hot range are also non-HFSS: Flamin' Cheese, Mexican Chilli & Lime, Smokin' BBQ Ribs, Kickin' Sour Cream.