**Trade Press Release**

**PRINGLES EXPANDS ITS PORTFOLIO WITH SPICY RANGE**

Pringles has announced it is adding a Hot range to its portfolio. Landing in stores now, it includes a line-up of five options: Flamin’ Cheese Flavour, Mexican Chilli & Lime Flavour, Smokin’ BBQ Ribs Flavour, Kickin’ Sour Cream Flavour and Sweet Chilli Flavour.

Each flavour has a varying level of heat intensity so people can put their taste buds to the test, with Kickin' Sour Cream Flavour and Sweet Chilli Flavour as the mildest up to Flamin’ Cheese Flavour at the spicier end of the scale.

The range will replace Pringles Sizzl’N, launched in 2021. Named the biggest impulse NPD of the year1, Pringles Sizzl’N has proved popular with shoppers. The snacking brand has now evolved its spicy offering with the introduction of Pringles Hot. Four of the flavours are HFSS compliant, with the exception of Sweet Chilli Flavour.

Pringles latest offering has started to hit shelves this week across major retailers, at an RRP of £2.25 (160g). Kickin’ Sour Cream Flavour and Sweet Chilli Flavour are available to independent retailers now in a price marked pack.

**Beth Johnson, Kellogg’s UKI senior activation brand manager, said:** “We know our shoppers love spicy flavours, as we saw with our Sizzl’N range. Pringles Hot is the next evolution and allows retailers to capitalise on the demand for more spicy offerings.’’

**-ENDS-**

1Source: IRI UK Total Market NPD Value Sales, YTD up to P9 2021