Pringles Xmas cans 2024 - B2C

**PRINGLES CHRISTMAS TUBES ARE BACK – LIMITED TIME ONLY!**

They’re back! Pringles Christmas-themed tubes are here, which can only mean one thing – it's almost the most magical time of the year.

Available for a limited time only, the seasonally styled snacks are in supermarkets up and down the country now. Featuring everyone’s favourite ‘Mr P’, in a variety of festive looks, there are three different packs to collect. And this year, they’re in Pringles’ new recycled paper tubes, meaning you can pop the empty tube into your recycling bin at home.

Three best-selling Pringles flavours have embraced unique Christmas styles. Which one will you pop first?

Salt and Vinegar snacking folk should look out for the bold blue tube, which is adorned with a snowman Mr P, wrapped up in a cosy winter scarf and bobble hat; Sour Cream and Onion fans can find their beloved ‘moustached’ Pringles star dressed in his finest elf suit, while those tempted by Texan BBQ Sauce Pringles will enjoy a penguin Mr P fronted tube.

All three festive tubes are available nationwide now in two sizes:

185g £2.25 [RRP]

165g (Sour Cream and Onion) from £1.95 [RRP]

A Pringles spokesperson commented: “We love giving Mr P a Christmas makeover and are excited for fans to enjoy our seasonal sprinkling of festive joy. Pringles were the number one large sharing crisp brand in Great Britain in Christmas 2023 with a staggering \*25 million tubes making their way into people’s homes, parties and seasonal celebrations in December alone! This year sees our most poppin’ tubes yet, so we think you’re going to love them.”

**ENDS**

\*Circana, Total Market, 31st December 2023