

Pringles brings back retro gaming with Super Mario collaboration and new “mystery flavour”

- *Pringles, the leading gaming snack*, is partnering with beloved gaming franchise Super Mario, to launch a new campaign rooted in 1990s gaming culture*
- *The campaign will see Super Mario, Luigi and friends appearing on Pringles’ iconic tubes*
- *Pringles will also invite fans to guess a new limited-edition “mystery flavour” for the chance to win a trip to New York City*

16 January: Pringles, the leading gaming snack*, has today launched a new, nostalgia-powered campaign rooted in 90s gaming culture, to celebrate its partnership with 40 year old gaming icon Super Mario.

The partnership will see Super Mario, Luigi and friends appearing on Pringles’ iconic tubes including Original, Salt & Vinegar, Texas BBQ and Sour Cream & Onion. The tubes will be available across all major supermarkets from mid-January until May**, giving consumers the chance to win a Nintendo Switch with every can***.

Pringles will also launch a new, limited-edition “mystery flavour” in a distinctive silver can featuring one of the Super Mario universe’s signature mystery blocks, punctuated with a question mark. Fans able to uncover the mystery by correctly identifying the flavour will have the chance to win a trip to New York City****.

The campaign will also see the video game’s distinctive green pipes reimagined as Pringles tubes in a series of displays and activations across digital, social, OOH retail, and in-store, from February 2024.

Gamers old enough to remember Super Mario’s unmistakable theme music will instantly recognise it appearing in digital content, while commuters and grocery shoppers will be unable to miss the campaign’s bold displays appearing across major transport hubs and major supermarkets.

Rebecca Worthington, Pringles Marketing Lead UKI, said: “We know that Pringles is a leading snack brand of choice for gamers, and with 90s nostalgia firmly back in fashion this year, we’re partnering with the most enduring gaming franchise, Super Mario, to remind a generation of gamers of those magical early experiences which grew into a lifelong passion.

“Just as Super Mario games are packed with surprises, hidden features and the thrill of discovery, we’re inviting gamers to try to guess our mystery flavour to be in with a chance to win a trip to New York City. With this collaboration, Pringles continues to cement its position as a go-to snack for gamers.”

Ends

Notes to editors

*NIQ Consumer survey, 2023.

** Subject to availability.

***18+. UK only. Ends 15.07.2025. Max 1/person. Purchase & account registration required. T&Cs: poptopia.pringles.com.

****18+. UK only. Ends 05.05.2025. Max 1 entry/person. Purchase & account registration required. T&Cs: poptopia.pringles.com.

Pringles X Super Mario cans, including the new “mystery flavour”, will be rolled out across all major retailers including Tesco, Asda, Sainsbury’s, Morrisons, Iceland and Co-op from mid-January.