

PRINGLES LAUNCHES NEW MULTIGRAIN RANGE

- *The range boasts three new, exciting flavours – Sour Cream & Chili, BBQ Sauce Flavour and Roast Chicken & Rosemary Flavour*
 - *Launching in major supermarkets across the UK from this week*
 - *The new range contains fibre, grains and less saltⁱ*

Pringles is launching a new Multigrain range that contains fibre and grains, including wheat and barley. The new snack range has the same iconic crunch and the famous 'hyperbolic paraboloid' shape snack fans know and love, with less salt.

The Multigrain range, which will be rolled out in retailers this week, features three brand-new flavours, Sour Cream & Chilli, BBQ Sauce Flavour, and Roast Chicken & Rosemary Flavour, all of which offer a twist on some of the beloved snacking brand's classics.

Pringles' team of sensory experts tried a number of different recipes to create the new range, which is non-HFSS (non-high fat, salt, sugar food). More herbs, spices and natural flavours have been used to replace some of the salt, while keeping the same great taste of Pringles that people love.

Pringles Multigrain will be rolling out in UK supermarkets including Sainsbury's, Tesco, Asda, Morrisons and Co-op from this week. RRP £2.00.

– ENDS –

ⁱ >25% less salt vs average of reconstituted potato chips. IRI UK 2022. www.pringles.com