

PRINGLES LAUNCHES TWO NEW FLAVOURS IN ITS NON-HFSS RANGE

Pringles has announced the introduction of two new flavours to its non-HFSS Multigrain range.

Sour Cream & Onion and Salt & Vinegar have joined the line-up, alongside Roast Chicken & Rosemary. The new additions will replace Multigrain Sour Cream & Chilli and BBQ Sauce, as Pringles continues to drive innovation in the category and brings shoppers new flavours.

The new variants have come in response to research revealing consumers wanted to see more of Pringles core flavours replicated in the Multigrain range¹.

The range is non-HFSS (non-high fat, salt, sugar food) and contains fibre, and grains such as wheat and barley. It has less salt² and maintains the same 'hyperbolic paraboloid' or 'saddle shape' chip the brand is famous without compromising on taste.

The expansion of Pringles Multigrain is part of Kellogg's decade long Wellbeing Plan, announced in 2021, that pledged to improve its foods and packaging so that they are better for people, the community and the planet.

Nikki Evans Henriques, Kellogg's UK activation brand manager said: "It's been great to see the success of our Multigrain range. We understand that shoppers are continuing to explore more adventurous options and our new Multigrain flavours deliver a twist on our classic range."

The Pringles Multigrain range is available now in Tesco stores at RRP £2.25, 166g.

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¹IGD research, Nov'22.

²>25% less salt vs average of reconstituted potato chips. IRI UK 2022. www.pringles.com