

THE RUMOURS ARE TRUE: PRINGLES X BURGER KING® UK'S EPIC COLLAB FINALLY LANDS ON UK SHELVES NATIONWIDE



[Link to images](#)

Pringles and Burger King® UK have announced an epic collaboration, with two new limited edition Pringles flavours coming to the UK.

The new range includes **Pringles Burger King Bacon Double Cheese XL** and **Pringles Burger King Chicken Royale Flavours**, with both hitting shelves in the UK on 6th April. The launch comes after teaser previews were spotted on socials, leaving fans questioning whether the collab was too good to be true and the clever work of AI, or whether it was in fact the real deal...

Just yesterday, teasers for the collab began to heat up, as eagle-eyed Burger King fans spotted an unusual change, with some digital restaurant menus appearing to have been hacked. Images of Pringles flashed up on screen in place of the usual Chicken Royale, hinting at the exciting news to come.

Luckily for both Pringles aficionados and Burger King stans alike, the partnership has now been officially unveiled. The King of Burgers and the King of Snacks finally meet with two limited edition products that will take people on a taste journey through each of the classic Burger King elements that make up some of their most iconic burgers.

Pringles x Burger King Chicken Royale Flavour sees notes of juicy, crispy chicken hit tastebuds, as the iconic burger comes to life in crisp form. It captures every subtle flavour profile from the original burger, from the crunch of the lightly breaded chicken to the sweetness of Burger King's iconic buns - you can even taste a hint of that iconic creamy mayo and fresh iceberg lettuce, all packed into one unmistakably satisfying snack.

But if your Burger King order history is a little beefier, fear not. **Pringles x Burger King Bacon Double Cheese XL Flavour** will hit the spot. Taking the authentic flame-grilled taste from the iconic Bacon Double Cheese XL and infusing it in crisp format, tasters can enjoy juicy, smoky beef notes, accompanied by subtle hints of bacon, the delicious taste of melted cheese and a touch of sweetness inspired by the sesame-seeded bun.

The new Pringles x Burger King limited editions will land in UK stores in early April including Asda, Sainsbury's, Morrisons, Co-op, Iceland and Tesco.

And the fun doesn't stop there. Shoppers can also use their Pringles x Burger King collab tubes to redeem an exclusive buy-one-get-one-free offer in Burger King® UK restaurants. For any customers who buy a Chicken Royale or Bacon Double Cheese XL at participating Burger King® UK restaurants, they'll get another one for free to share with a friend using a unique voucher code from Pringles. Shoppers can simply scan the QR code on pack and enter their email and the last four digits of the pack barcode to receive their unique voucher**.

Speaking of the collaboration **Beth Brushett, Senior Brand Manager at Pringles**, said: *"This is one of our most exciting collaborations to date, bringing two of the biggest and most loved brands together for an epically delicious experience. Working closely with the Burger King innovation team, our food development team have encapsulated the iconic flavours of two fan favourite BK burgers into limited edition Pringles, perfect for sharing! Both new additions are unlike anything we've ever launched before and we know fans of Burger King and Pringles are going to love them."*

The Pringles x Burger King tubes land in stores on 6th April and shoppers should watch this space for further news on what's next in the collaboration...

Ends

Notes to editors

*Pricing is at the sole discretion of the retailer.

Pringles x Burger King Chicken Royale and Pringles x Burger King Bacon Double Cheese XL are classified as non-HFSS.

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About Burger King® UK

Founded in 1954, the Burger King® brand is a global quick service hamburger chain known for food quality and value as the only place guests can get the iconic flame-grilled Whopper® burger. In November 2017 Bridgepoint reached an agreement with Burger King Europe GmbH, an affiliate of Restaurant Brands International Inc. (RBI), to create a new entity, BURGER KING® UK, with exclusive rights to the brand in the UK.

Burger King® UK has been recognised by WorkL as one of the World's Happiest Workplaces for two consecutive years and was recently named an Industry Star Winner, placing the brand within the top 100 hospitality companies globally.

To learn more about BURGER KING® in the UK please visit www.burgerking.co.uk or follow us on Facebook, Instagram and Twitter.