

Pringles unveils BRAND NEW Mystery Flavour to celebrate the launch of Fallout 76

The iconic snack brand teams up with Xbox and Bethesda Softworks for a limited-edition Mystery Flavour, with the chance to win a trip to California*



- Pringles has partnered with to launch a brand-new limited-edition Mystery Flavour
- The new tube features post-apocalyptic imagery of a secret vault, both in a nod to the iconic game as well as the mystery surrounding the flavour inside
- Fans can dive into the festive fun by guessing the flavour for a thrilling chance to win an unforgettable five-night getaway for two to sunny California
- The new Pringles Fallout 76 Mystery Flavour lands in Morrisons from 28th January, before rolling out in wider retailers shortly after

26th January 2026: Pringles, Xbox and Bethesda Softworks are joining forces to drop a brand-new **Fallout 76 Mystery Flavour** - a limited-edition release that unites one of the world's most iconic snacks with one of its most iconic gaming franchises.

As the number one crisp associated with gaming*, the new themed tubes feature official Fallout 76 Vault imagery, bringing the unmistakable look and feel of the Fallout 76 universe straight to the snack aisle, and setting the stage for the ultimate flavour challenge.

Mystery flavours have quickly become one of Pringles' most talked-about innovations, Crafted to keep fans guessing, this Mystery Flavour blends bold, unexpected notes designed to spark debate among gamers, snack lovers. The tube's eye-catching vault design instantly transports fans into the world of Fallout 76 making it a collectible item as much as a snack.

Fans who believe they've decoded the secret flavour can submit their guess online for the chance to win a five-night trip for two to California, including flights, transfers, and 4* accommodation with breakfast. It's the ultimate reward for anyone ready to take on the flavour quest, with a real-world prize that matches the high-stakes energy of any final boss.

To enter, those in the UK simply need to scan the QR code on the Mystery Flavour tube, leading them to Pringles platform 'Poptopia' where they can enter their guess for a chance to win. Those entering from Ireland should head to www.pringles.com/mysteryflavour to submit their best guess. Entrants must enter via the website between 06/01/26 and 07/05/26 to be part of the prize draw and the winner will be announced later in May 2026.

But it's not only the Mystery Flavour tube that's channeling the world of gaming, as Pringles core flavour tubes - Original, Sour Cream & Onion, Salt & Vinegar and Texas BBQ Sauce are also getting a limited edition packaging revamp. The new tubes evoke some of the most iconic games from the Xbox world, including World of Warcraft: Midnight, Sea of Thieves, and The Outer Worlds 2, as well as Fallout 76 itself, with exclusive in-game rewards to be won with every can.

With the Mystery Flavour guessing window open from January 6th to May 7th, 2026, fans have five months to play, explore, and refine their theories. Whether they're sampling the tube during a co-op gaming session or analysing the seasoning like an in-world scavenger hunting for clues, the drop is designed to create shared flavour moments and spark conversation.

Grace Taylor, Brand Activation Lead at Pringles said: *"Our Mystery Flavours always get people buzzing with excitement. Our most recent 'Santa's Secret Flavour' had people guessing right up to the end, until the big reveal announced it was a delicious festive truffle. But this drop – our third ever Mystery Flavour, is a full-on flavour quest. The seasoning is bold, surprising and full of twists that will keep fans debating for months on end. Pair that with a fun gaming-inspired tube and the chance to win an unforgettable trip to California, and it's one of our most exciting limited editions yet. We can't wait to see the theories gamers and snackers come up with."*

Full product & competition details:

- **Pringles Mystery Flavour (165g, RRP £1.75)** - available in Morrisons from 28th January before rolling out into wider retailers
- **Competition window:** 06.01.2026 - 07.05.2026
- **How to enter:** For UK entrants, via the QR code on-pack. For Ireland entrants, via the Pringles website at www.pringles.com/mysteryflavour.

- **Prize:** 1 x trip to Los Angeles, USA for 2 people (5 nights, flights, transfers & 4* accommodation with breakfast)

-ENDS-

Notes to editors

UK & ROI only. 18+. Winner/guest must be 21+. No purchase required in ROI only. Purchase a Pringles can (UK only), visit www.pringles.com/mysteryflavour register/sign in between 06/01/26 & 07/05/26 to correctly guess the mystery flavour & enter the Prize Draw. Prize: 1 x 5-night trip to Los Angeles, USA for 2 including flights, hotel transfers & 4 accommodation with breakfast (date exclusions apply, trip must be booked within 12 months). Max 1 entry/person. Smart phone & internet access required. Retain receipt (UK only). Full T&Cs: pringles.com/mysteryflavour.

**Survey conducted by National Student e-Sports, 2025

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