

For Those with
a Taste for
Bold Adventure!



Satisfy consumers with adventurous tastes and a desire for flavor experimentation by adding bold flavors like Pizza and Jalapeño to *Pringles*®, their go-to brand.

Elevate Profit Potential:

Pringles® Large Grab & Go!® represents \$65M in C-store sales. Overall, the *Pringles*® brand accounts for \$165M in sales in convenience and grew 5.4% over last year.¹

Expand Temptation:

Millennials, who are frequent snackers, have a flavor preference for bold, unique flavors² like pizza and Jalapeño, and are influenced to purchase spicy flavors 30% of the time.³

Achieve Bold Growth:

Pringles® in Jalapeño and Pizza flavors have both grown in sales dollars and units sold over the previous year.⁴

¹ Nielsen Scan Total US Conv, Latest 52 Wks W/E 08/13/2016 ² Mintel, Crackers — US, Executive Summary- March, 2016
³ Mintel, Salty Snacks — US, Executive Summary- April, 2016 ⁴ Nielsen Scan Total US Conv, Latest 52 Wks W/E 08/13/2016

Pringles® Jalapeño and Pizza, meet snackers' interest for "fashion-forward" flavors⁵.

Pringles® Pizza



Pringles® Jalapeño



Pringles® Original



Pringles® Sour Cream & Onion



Pringles® Cheddar



Pringles® Barbecue



Product Description	Case Code	Case Count	Unit Size	Gross Case Wt.	Distributor Code
Pringles® Pizza	38000-16909	12 ct.	2.50 oz.	2.86 lbs.	
Pringles® Jalapeño	38000-16931	12 ct.	2.50 oz.	2.86 lbs.	
Pringles® Original	38000-84563	12 ct.	2.36 oz.	2.75 lbs.	
Pringles® Sour Cream & Onion	38000-84560	12 ct.	2.50 oz.	2.86 lbs.	
Pringles® Cheddar	38000-84561	12 ct.	2.50 oz.	2.86 lbs.	
Pringles® Barbecue	38000-84562	12 ct.	2.50 oz.	2.86 lbs.	
Pringles® Salt & Vinegar	38000-84893	12 ct.	2.50 oz.	2.86 lbs.	

Pringles® Salt & Vinegar



Add adventurous flavors to your line-up and impact sales with Pringles®

Receive exclusive access to trends and more by joining **Grow My Store™**

For more information, visit www.KelloggsSpecialtyChannels.com

With on-the-go breakfasts, portable snacks and wholesome favorites,

Kellogg's® helps you capture the opportunities of now.

Now is a good time to partner with *Kellogg's*®

⁵ Canadean IC_FlavorAppealingPotatoChips
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