



IS A SNACKING DESTINATION!



What consumers are searching for

the salty snack that's...



...in a resealable, take anywhere iconic can for anytime snacking

...available in a huge variety of flavors



...a fun break-from-the-ordinary salty snack!

and did you know that...

1 in **4** baskets include a Salty Snack⁵

7 in **10** people believe snacking is as important to our mental health as our physical state⁴

Pringles® really pops!

#3

Potato Crisp Snack Brand in convenience²



When moved to the **TOP SHELF**, Pringles® grew from **24% to 57%**, and the salty category grew from **3% to 10%**¹



Pringles® Scorchin' **WINNER OF 2021 CSP BEST INNOVATION AWARD**¹



Pringles® is everywhere!



#1 Salty Snack Brand on Social Media³

Sold in over **140 countries** 

Pringles® highest retail penetration in potato chips **89.8% ACV**⁶

Pringles® Large Grab n' Go has **GROWN BY OVER 30%** (\$20MM since the start of 2018) and has a strong brand affinity with Fountain and Bottled Soft Drinks¹

PRINGLES®

stack 'em up

1. Nielsen Connect, Total US Conv, YTD w/e 9/17/22. 2. Nielsen Convenience Salty 7/11/20. 3. Fanpagelist.com. 4. State of Snacking 2019 The Harris Poll, Mondelez. 5. 2022 IRI Snacking Survey & IRI MULO+C - 52 Weeks Ending 12/26/2021. 6. Nielsen xAOC Salty 7/11/20. ©2023 Kellanova

For more information please visit www.KellanovaAwayFromHome.com