



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% ACV⁶

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