



latest innovations

Explore a Delicious New World of Taste.

New **Pringles Multigrain** goes beyond the call of duty to deliver a great tasting snack. Just one taste of these flavorful crisps and you'll never think of multigrain the same again. For over 40 years, Pringles has delighted consumers with its one-of-a-kind fun shape, flavor, crunch and texture.

Now Pringles has added to its tasty repertoire with new Pringles Multigrain in three new delicious multigrain flavors:

- **Truly Original:** The great taste of Pringles you've grown up eating, with a multigrain twist.
- **Cheesy Cheddar:** You think you've had delicious snacks before, but not one that's quite this cheesy and packed with multigrain flavor.
- **Creamy Ranch:** If you're looking for a tangy twist to your day, this new multigrain Pringles will hit the spot.

Our consumers tell us new Pringles Multigrain has overwhelmingly exceeded their taste expectations!



About Pringles Multi Grain Technology:

Pringles extensive formulation expertise combined potato with multiple grains into a great tasting Pringles crisp to change the way consumers think about multigrain snacks:

- Product holistically designed with a texture, taste and visual appeal that delivers the Pringles experience in a surprising new way.
- In-dough technology provides exceptional visual appeal with bits of black bean and malted barley.

Availability:

Pringles Multigrain will be available at US mass, grocery, drug and dollar retailers beginning February 2010. Western Europe will introduce the product in Summer 2010.

For more information on Pringles products, visit www.Pringles.com



Everything **pops** with Pringles Multigrain

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