

## Pringles fosters savory snacking category growth with exclusive products



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Pringles aims to reshape the savory snacking category in travel retail with a focus on travel retail exclusive offers.

According to the brand, savory snacking achieved remarkable growth, from 30% to 40%, within the category due to Pringles' presence and strong growth, in Q1 2024 compared to Q3 2023.

Pringles said it is dedicated to fostering the expansion of the savory snacking category. Data from m1nd-set underscores the substantial growth potential and Pringles is largely contributing to this development by offering tailored solutions to individual consumption, sharing and gifting thanks to its various formats.

The brand is set to introduce additional travel retail-exclusive products, including innovative gifting items, to increase basket value for international travelers.

In travel retail, Pringles will feature a selection of the seven most sought-after flavors: Original, Paprika, Sour Cream & Onion, Hot & Spicy, Cheese & Onion, Salt & Vinegar and Texas BBQ. Pringles said these rich flavor profiles are poised to elevate the travel journey for each and every passenger, providing a heightened snacking experience.

The launch of Pringles' first global travel retail exclusive portfolio in April, featuring collectible tins and multipacks, sets the stage for further expansion. The brand is also distributing its new paper-bottom tubes in duty free stores.

The launch of the 90% paper recyclable Pringles can is a significant step in Pringles' ESG journey, which is linked to the broader Kellanova's Better Days Promise to advancing sustainable and equitable access to food, creating Better Days for 4 billion people by the end of 2030.

The Kellanova Group is also setting ambitious goals to drive substantial environmental progress, through a responsible supply chain. By the end of 2030, the group aims to achieve a 63% reduction in Scope 1 and 2 greenhouse gas (GHG) emissions, with the ultimate goal of reaching net zero by 2050. It is also committed to collaborating across its value chain to reduce Scope 3 GHG emissions by 25% by 2030, aiming for net zero emissions by 2050. Furthermore, Kellanova plans to power all its facilities with 100% renewable electricity and ensure that all of its packaging is reusable, recyclable or compostable by the end of 2030.