



FOR IMMEDIATE RELEASE

Kellogg's Media Hotline
(269) 961-3799
media.hotline@kellogg.com

Weber Shandwick
Lauren Myefski
(312) 988-2162
LMyefski@webershandwick.com

PRINGLES® STACKS THE END OF 2020 WITH NEW, REFRESHED BRAND LOOK AND FEEL

Pringles® Teams Up with Pro Football Champ Turned TV Host Victor Cruz to Give Fans the chance to win their own "Glow Up"

BATTLE CREEK, Mich., December 2, 2020 — 2020 has been the year we've all learned to adjust to change and the *Pringles*® brand and its iconic mascot, Mr. Pringle, is no exception. For the first time in 20 years, *Pringles* has updated its unmistakable can with a fresh, new look that features bold hues and a clean design, highlighting the crisps' inventive flavors and unique, stackable shape.

To complement the can's new look, *Pringles* also streamlined its mustachioed mascot to better highlight the flavors in every can and showcase his new a range of emotions to match. With a sleeker look including a more dynamic mustache, sharper bow tie, sparkling eyes and expressive eyebrows, Mr. P's "Glow Up" puts the focus on the irresistible taste in every *Pringles* crisp and stack.

"We spent the last two years in research and design to create a modern look for the cans and Mr. P's style that reflects the bold flavor in every *Pringles* crisp and stack," said Gareth Maguire, senior director of marketing for *Pringles*. "While the look may be new on the outside, I'm proud to say that it doesn't change the irresistible taste that's always been on the inside of every *Pringles* can and celebrates the unique snacking experience that is part of every bite."

Who better to introduce us to this new look than Victor Cruz, America's football champion, fashion-loving, "glow up" king? *Pringles* partnered with Cruz to celebrate the brand evolution and help launch a national sweepstakes giving fans the chance to win their own end of 2020 "glow up" - just in time for the holidays.

"Just like Mr. P, I've spent the past few years evolving – from football champion to entertainment personality with a passion for style," said Victor Cruz. "I've always been a fan of the brand's bold taste, and the *Pringles* brand refresh matches the inventive flavors I know and love. I think the 'Get Fresh As Mr. P' sweepstakes is the perfect way to kickstart the new year and give yourself that personal "Glow Up," whatever that may mean for you."

The new logo and brand design will be featured in all brand communications including on-pack, digital and in-store promotions starting this December. For more information follow [@Pringles](https://twitter.com/Pringles) on Twitter, [@PringlesUS](https://www.instagram.com/PringlesUS) on Instagram and check out [facebook.com/PringlesUS](https://www.facebook.com/PringlesUS).



About Kellogg Company

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include *Pringles*®, *Cheez-It*®, *Special K*®, *Kellogg's Frosted Flakes*®, *Pop-Tarts*®, *Kellogg's Corn Flakes*®, *Rice Krispies*®, *Eggo*®, *Mini-Wheats*®, *Kashi*®, *RXBAR*®, *MorningStar Farms*® and more. Net sales in 2018 were approximately \$13.5 billion, comprised principally of snacks and convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating *Better Days* for 3 billion people by the end of 2030 through our [Kellogg's® Better Days](#) global purpose platform. Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

###