



# PRINGLES

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- **Pringles** is a brand of potato- and wheat-based stackable snack chips owned by the Kellogg Company. Originally marketed as "Pringles Newfangled Potato Chips", Pringles are sold in many sizes, including 1.49 oz (42 g) cans,



# HISTORY OF PRINGLES

- Recipe Pringles chips Alexander Liepa patented in the 1950s . For the first time began to be sold in the US in October 1968 and then called Pringle's Newfangled Potato Chips ( until 1975 )
- The original name of Pringles was Newfangled Potato Chips. The creator, Alexander Liepa, picked the name out of a Cincinnati telephone book, with the address Pringle Drive, Finneytown, Ohio.
- Despite the fact they were set to be called Newfangled Potato Chips, they aren't actually potato chips. It was argued in a court of law that Pringles aren't actually potato chips as they only have a potato content of 42%; therefore, they are



# ASHES IN A CAN

- ❑ The inventor of the packaging tube was Frederic J. Baur. He died on 4th March 2008 at the age of 89, and was so proud of his invention that he requested to be cremated, and that part of his ashes were buried in a Pringle can – and so his family respected his wishes and done just that.
- ❑ Why are Pringles sold in a tube when other crisps are sold in bags? It's because the tube ensures the crisp don't come out broken, that they remain fresher for longer, they're not greasy and you can return to them at a later date. Genius! We can see why Baur was so proud!



# FLAVORS

- Pringles come in many flavors. Standard flavors include original, salt and vinegar, sour cream and onion, cheddar cheese, ranch dressing, barbecue, hot and spicy, and loaded baked potato. Some flavors are distributed only to limited market areas. For example, prawn cocktail, wasabi, and curry flavors have been available in the United Kingdom and the Republic of Ireland.
- In 2012, they brought out seasonal flavors of "peppermint white chocolate", cinnamon sugar, and "pumpkin pie spice".



# COMPANY STRUCTURE

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- Owner - Kellogg Company.
- Country - United States
- Introduced - 1967 Markets Worldwide
- Previous owners - Procter & Gamble (1967-2012)
- Website - [www.pringles.com](http://www.pringles.com)





## PRINGLE

- “Whoa! That guy had problems!”
- “His main problem was that once he popped he just couldn't stop!”
- “His name sounds Russian, but he sure looks Italian to me.”



- Julius was born in on September the 19th 1967 with the healthy weight of 7.5 lbs. He had extremely elevated levels of testosterone by the age of 10 and by 13 had a MASSIVE moustache. He finished school with 4 O levels and went on to be a builder.
- You had respect for the dude, so you always called him "Mr. Pringles," but Julius was just there to serve you with a less greasy and highly addictive potato chip alternative. The familiar face that has been plastered on cylindrical cardboard canisters for decades has gone through some changes (where are dude's eyebrows?) but you'll always recognize that signature mustache. Hair loss aside, since we popped way back in elementary school, the fun has yet to stop.



# "ONCE YOU POP, YOU CAN'T STOP"

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# BRAND

- The name came about in the late 1960s, when the brand made a list of street names from a Cincinnati phone book that began with "P." Pringle Avenue in Finneytown (a Cincinnati suburb) was available for trademark, and its sound appealed to the brand.
- The first Pringles were packaged in a tall, cylindrical metal can with a red wrapper. US National expansion was in May 1975. Pringles has been in Canada for more than 25 years.
- In 2013 Lucasfilm and Pringles jointly commissioned crowdsourcing video studio Tongal for a commercial, with a total of \$75,000 in prize money distributed to seven finalists.

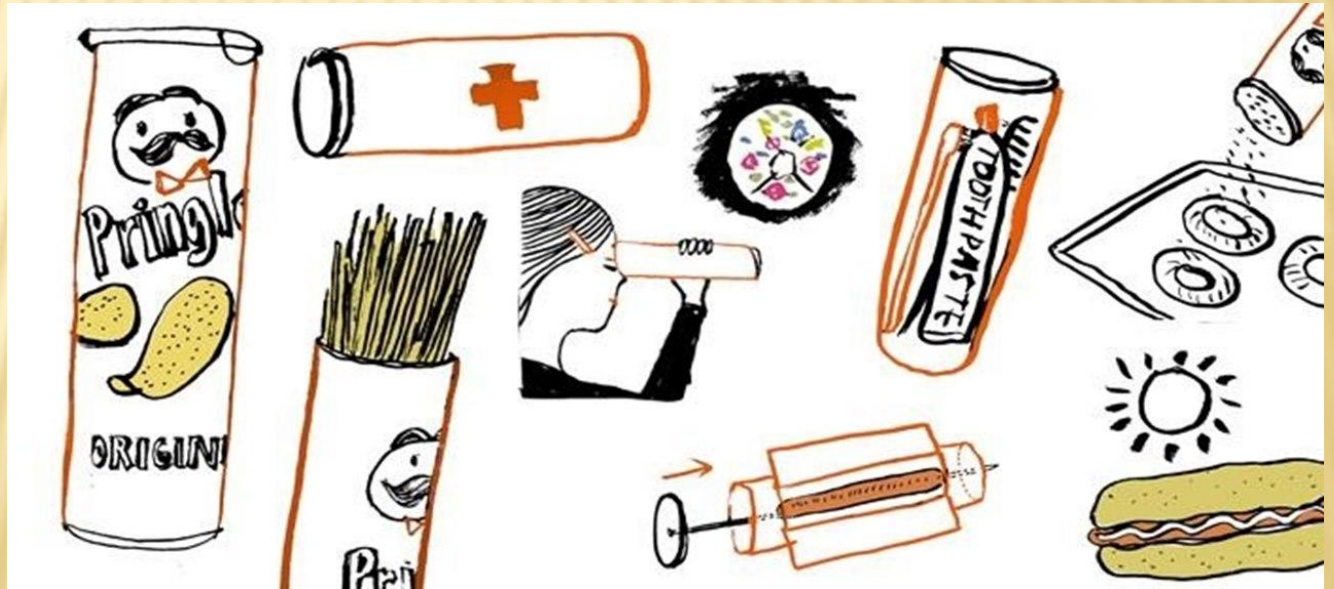
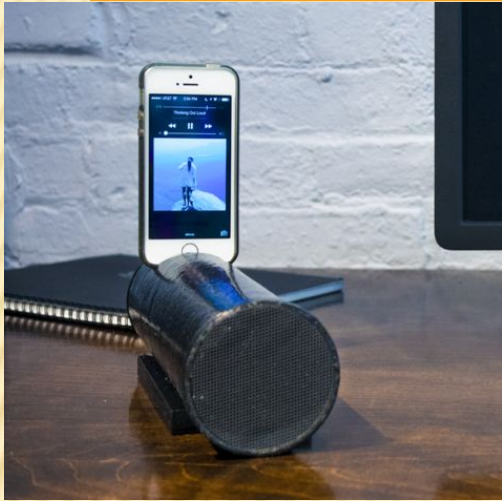


# MARKETIN



- Throughout its history, Pringles used its advertising campaigns to compare their products to conventional potato chips. In its early years, they were marketed as "Newfangled Potato Chips" and had a small silver pop-top to open the can. Unlike the current advertising, they only mentioned that, with their pop-top cans (which have been replaced with foil tops since the 1980s), their chips remain fresh and unbroken, the can holds as many chips as a bag, and their curvy shape allows them to be stackable; thus inspiring the slogan, "Other potato chips just don't stack up."
- By the 1980s, the company launched the "Pringle Jingle", whose lyrics were "Once you taste the flavor ("It's a deep-fried taste!"), then you get the fever ("With a crispy crunch!") then you've got the

# WHAT CAN I DO WITH PRINGLES CANS?



# MONEY IN CAN

- Pringles are sold in more than 140 countries and it was the fourth most popular snack brand after Lay's, Doritos and Cheetos in 2012, with 2.2% market share globally, compared to Lay's share of 6.7%.
- Kelloggs agreed to buy Pringles potato chips for \$2.7 billion in a cash deal that makes the cereal company second only to PepsiCo Inc. in the global snack food market.
- Thus total yearly sales exceed the billion of dollars.





**THANK YOU  
FOR YOUR  
ATTENTION!**

# ADVERST AND INFORMATION

- <https://www.youtube.com/watch?v=JpVcYcwcOkY>
- Old  
<https://www.youtube.com/watch?v=mucuLrWHGqc>
- <http://www.wikiwand.com/en/Pringles>
- <http://thelistlove.com/10-pringles-facts-you-will-want-to-pop/#>
- <http://www.findagrave.com/cgi-bin/fg.cgi?page=pv&GRid=78983536&PIpi=77449962>