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Fun Facts on Pringles Snacks

CINCINNATI, May 20 (AP) — Hungry? Pringles has a few words for you.

Procter & Gamble said Thursday that it would soon print trivia questions and answers on its Pringles snack chips, using ink made of blue or red food coloring. The first batch of the printed Pringles set to hit select store shelves next month will display a series of jokes, "fun facts," and "animal facts." For example, what Shakespeare play is about the summer solstice? Midsummer Night's Dream.

In August, the chips will pose trivia questions from Hasbro's Trivial Pursuit Junior game, under a partnership with the toy maker.

"We think kids are going to love it," Jamie Egasti, Procter & Gamble's vice president for North American snacks, said. "It's a great way to add fun to the lunch."

Procter & Gamble will send the chips along a conveyor belt under a special printer that sprays on the

trivia messages. The question is printed on the chip and the answer is on the same side, but printed upside down.

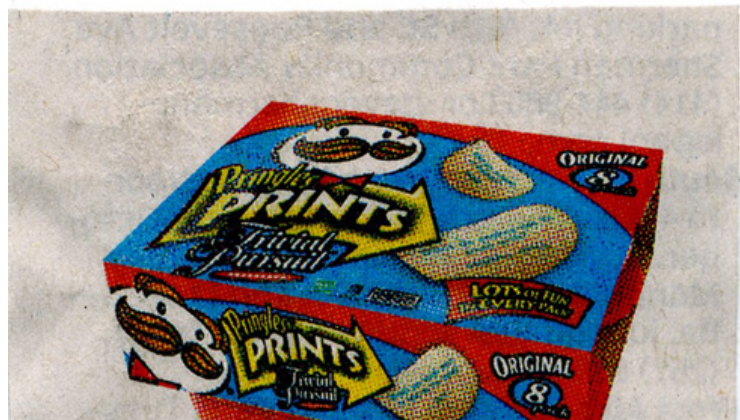
Each chip in a canister will have a different message, because test panels of children and mothers told Procter & Gamble marketers that duplicate messages in one box would not be interesting, Mr. Egasti said.

"I think it'll be a real hit with young people," said William Steele, an analyst with Banc of America Securities who follows Procter & Gamble.

It is possible that the chips could someday be printed with advertisements, although no such decision has been made, Mr. Egasti said.

Pringles, introduced in the early 1970's, are sold in 140 countries; it is one of the Procter & Gamble brands that brings in \$1 billion or more in annual sales. Mr. Egasti declined to reveal the company's sales projections for printed Pringles.

Milwaukee Sentinel



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A chip off the educational block

Eat potato chips
— learn trivia.

In June and July, Pringles will introduce Pringles Prints Fun Facts, Animal Facts and Jokes. Each stackable chip will feature a fact to read before munching.

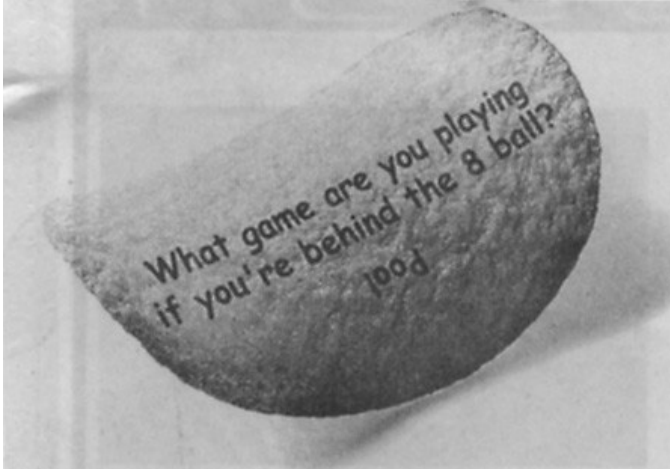
In August, look for the rollout of another readable chip. Through a partnership with Hasbro, these Pringles will feature 2,400 trivia questions and answers from six different Trivial Pursuit Junior categories.

For now, Pringles Prints will be available only in Original flavor in canisters and Snack Stacks sizes.

No ink is consumed in the eating of these chips; the writing is done in food coloring.

Betcha can't read just one.

Chicago Tribune



A GOOD QUESTION

Food lit

Q I read that Pringles will soon be printing trivia questions on individual potato chips. Is this going to spread — am I going to start seeing advertisements on hamburger buns and fun facts on french fries?

A Your burger bun is probably safe — for now. Stephanie Thompson, who covers the food industry for Advertising Age, says the type of research and development required to pull off the Pringles stunt could only be done by a big firm such as Procter & Gamble. They are the makers of the new Pringles Prints chips, each of which will have a trivia question or a “fun fact” printed on it (answers to trivia questions are printed upside down right below each question).

“Clearly the technology will be copied by other marketers; it’s just a question of who has the money or the deep pockets to do it” without affecting the taste or quality of the product, Thompson says. “It’s the next wave of packaged-food promotion.”

But foodmakers will have to be careful not to put off consumers by covering snacks with ads or making words on food products ubiquitous, she says. “People are very marketing savvy now; they understand they’re being marketed to. But they don’t care as long as it’s entertaining.”

P&G has no plans to put messages on any of its other food products. After all, company spokeswoman Jennifer Becker points out, Pringles is the company’s only food product. “We’re not thinking of putting fun facts on Folgers coffee,” Becker says. “That’d be kind of hard.”

— Maureen Ryan

Charlotte Observer

Front Burner

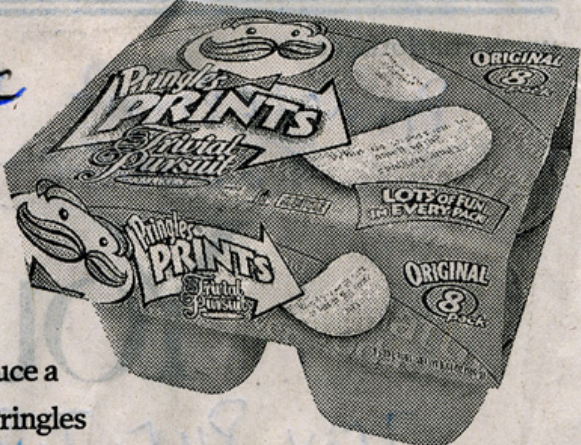
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On the Shelf

Mom, can I read you my chip?

Pringles will introduce a printed chip in June: Pringles Prints will have facts and images in food coloring on them. In August, the company plans to roll out chips with Trivial Pursuit Junior questions and answers on them. The printing technology used allows one side of the chip to be printed right-side-up and upside-down, in blue and red. They're slated to cost the same as regular Pringles.

— HELEN SCHWAB



PORTER NOVELLI PHOTO

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