# Pringles and Cheez-It launch UK depot roadshow with exclusive offers and £10,000 cash prize



From 16 June to 1 July, a co-branded activation featuring Pringles and Cheez-It will take place across major depots in the UK, including locations from Springburn to Tottenham. This initiative, designed to energise the snacking market, promises extensive in-depot activities that include tastings of new flavours, exclusive one-day-only offers such as 50% profit on retail, and exciting prize giveaways. Retailers can also access unique Point-of-Sale bundles aimed at enhancing brand visibility and driving sales within their stores.

During this event, dedicated representatives from both Pringles and Cheez-It will assist retailers by providing insights into category management and merchandising strategies, aiming to empower them to capitalise on the lucrative snacking market. The importance of this market cannot be understated; the £3 billion snacking sector plays a pivotal role, particularly for independent retailers, owing to its high purchase frequency and substantial profit margins.

Rebecca Worthington, the salty snacks marketing lead at Kellanova, articulated the brand's enthusiasm for the upcoming Flavour Fest ‘25, stating, “The convenience channel plays a crucial part in our brand’s overall retail strategy, so we’re excited to hit the road and connect with retailers from across the country… We want retailers to walk away not just with great deals, but with ideas, tools, and confidence to drive their snack sales.” This commitment not only signals a strong backing for retailers but also aims to make the summer season a notable success.

Cheez-It’s entry into the UK market this year has been marked by strategic marketing efforts and unique initiatives designed to foster relationships with independent retailers. In a bold move, the snack brand recently launched a competition offering an exclusive £10,000 cash prize for independent retailer participation. Store owners can enter by securing a free Point-of-Sale bundle that features promotional displays; victorious entrants will be selected at random. This initiative highlights Kellanova's commitment to empowering smaller retailers while fostering brand promotion at the grassroots level.

Additionally, Cheez-It’s UK launch is set against a backdrop of a significant marketing push, with nearly $20 million earmarked for an integrated campaign encompassing various advertising platforms, aiming to replicate the brand’s established success in the US market. The campaign targets snack lovers aged 25 to 44, leveraging media channels such as TV, social media, and out-of-home advertising to instil brand awareness and consumer loyalty.

In parallel, PepsiCo is also making strides to heighten consumer engagement through partnerships, notably with Merlin Entertainments. Their promotion, offering shoppers opportunities to win tickets to popular UK attractions, is designed to increase footfall and bolster sales across various brands, including Frazzles and Chipsticks. This competitive landscape illustrates a robust strategy among snack brands to not only enhance visibility but also drive sales through creative engagement initiatives.

As both Kellanova and PepsiCo innovate and engage with retailers and consumers alike, the evolving snacking sector looks poised for dynamic growth, driven by such collaborative and strategic efforts. As summer approaches, the excitement surrounding these initiatives stands to capture attention across the UK retail landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.talkingretail.com/products-news/crisps-snacks/co-branded-pringles-and-cheez-it-wholesale-depot-roadshow-launches-03-06-2025/), [[4]](https://retailtimes.co.uk/cheez-it-announces-competition-exclusively-for-independent-retailers-with-a-whopping-10000-cash-prize-up-for-grabs/)
* Paragraph 2 – [[1]](https://www.talkingretail.com/products-news/crisps-snacks/co-branded-pringles-and-cheez-it-wholesale-depot-roadshow-launches-03-06-2025/), [[3]](https://newsroom.kellanova.com/2024-09-10-Kellanovas-Cheez-It-R-Brand-Arrives-in-the-UK-Ireland-to-Delight-European-Tastebuds), [[6]](https://www.marketing-beat.co.uk/2024/10/04/cheez-it-uk-leo-burnett/)
* Paragraph 3 – [[4]](https://retailtimes.co.uk/cheez-it-announces-competition-exclusively-for-independent-retailers-with-a-whopping-10000-cash-prize-up-for-grabs/), [[7]](https://www.betterretailing.com/br/product-news/cheez-it-launches-cash-prize-competition-for-indies/)
* Paragraph 4 – [[2]](https://www.talkingretail.com/products-news/crisps-snacks/pepsico-teams-with-merlin-to-offer-on-pack-promos-24-02-2025/), [[6]](https://www.marketing-beat.co.uk/2024/10/04/cheez-it-uk-leo-burnett/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.talkingretail.com/products-news/crisps-snacks/co-branded-pringles-and-cheez-it-wholesale-depot-roadshow-launches-03-06-2025/> - Please view link - unable to able to access data
2. <https://www.talkingretail.com/products-news/crisps-snacks/pepsico-teams-with-merlin-to-offer-on-pack-promos-24-02-2025/> - PepsiCo has partnered with Merlin Entertainments to offer on-pack promotions across Frazzles, Chipsticks, and Cheetos. Running from 1st March to 30th June 2025, the promotion allows shoppers to win one of 5,000 prizes, each consisting of four tickets to various UK attractions, including Thorpe Park and Alton Towers Resort. The initiative aims to boost sales and footfall for retailers by providing added value to consumers. Additionally, Frazzles and Chipsticks have introduced new compact packaging to enhance shelf appeal.
3. <https://newsroom.kellanova.com/2024-09-10-Kellanovas-Cheez-It-R-Brand-Arrives-in-the-UK-Ireland-to-Delight-European-Tastebuds> - Kellanova announced the launch of Cheez-It snacks in the UK and Ireland, marking the brand's European debut. Available in nearly 7,000 grocery stores, the snacks feature a reformulated recipe tailored for European tastes, including flavours like Double Cheese, Cheese & Chilli, and Cheese, Sour Cream & Onion. The launch is supported by a nearly $20 million integrated marketing campaign spanning TV, social media, radio, and out-of-home advertising, aiming to replicate the brand's success in the U.S. market.
4. <https://retailtimes.co.uk/cheez-it-announces-competition-exclusively-for-independent-retailers-with-a-whopping-10000-cash-prize-up-for-grabs/> - Cheez-It has launched a competition exclusively for independent retailers, offering a £10,000 cash prize. To participate, store owners must order a free point-of-sale (POS) bundle, which includes a wobbler, shelf strips, and aisle fins. After setting up the POS materials in-store, entrants need to text photos of the displays to a specified number. The winner will be chosen at random. This initiative aims to support and reward independent retailers for promoting the Cheez-It brand.
5. <https://www.hrc.co.uk/exhibitors/cheez-it-pringles> - Cheez-It and Pringles are listed as exhibitors at the Hospitality Retail Conference (HRC) 2025, scheduled to take place in the United Kingdom. The event provides a platform for industry professionals to explore the latest products and innovations in the hospitality sector. The presence of Cheez-It and Pringles at the conference highlights their commitment to engaging with the UK market and showcasing their offerings to a broader audience within the hospitality industry.
6. <https://www.marketing-beat.co.uk/2024/10/04/cheez-it-uk-leo-burnett/> - US snack brand Cheez-It is making its UK debut with an £18 million marketing campaign developed by creative agency Leo Burnett. The campaign targets snack enthusiasts aged 25–44, focusing on the brand's popularity among cheese lovers. It features two 20-second adverts highlighting the snack's cheesy qualities and the strong feelings it evokes in fans. The campaign includes TV, social media, radio, and out-of-home advertising, running through to December 2025, with media planning handled by Carat.
7. <https://www.betterretailing.com/br/product-news/cheez-it-launches-cash-prize-competition-for-indies/> - Cheez-It has launched a competition exclusively for independent retailers, offering a £10,000 cash prize. To participate, convenience store owners need to order a free point-of-sale (POS) bundle, which includes a wobbler, shelf strips, and aisle fins. After receiving the POS kit, entrants must text photos of all three assets displayed in-store to a specified number. The winner will be chosen at random. This initiative aims to support and reward independent retailers for promoting the Cheez-It brand.