



ICONIC COLLECTABLE
MINI PUZZLES

Kellogg's





WHY PUZZLES?

Puzzles have been around since the **1700s** and are one of the few toys which children can enjoy with **grandparents**

Cross-generational bonding is of utmost importance in this digital age

Incorporating **family brands** into the classic concept of puzzles can be **timeless**



Jigsaw puzzles are a great way to connect with family

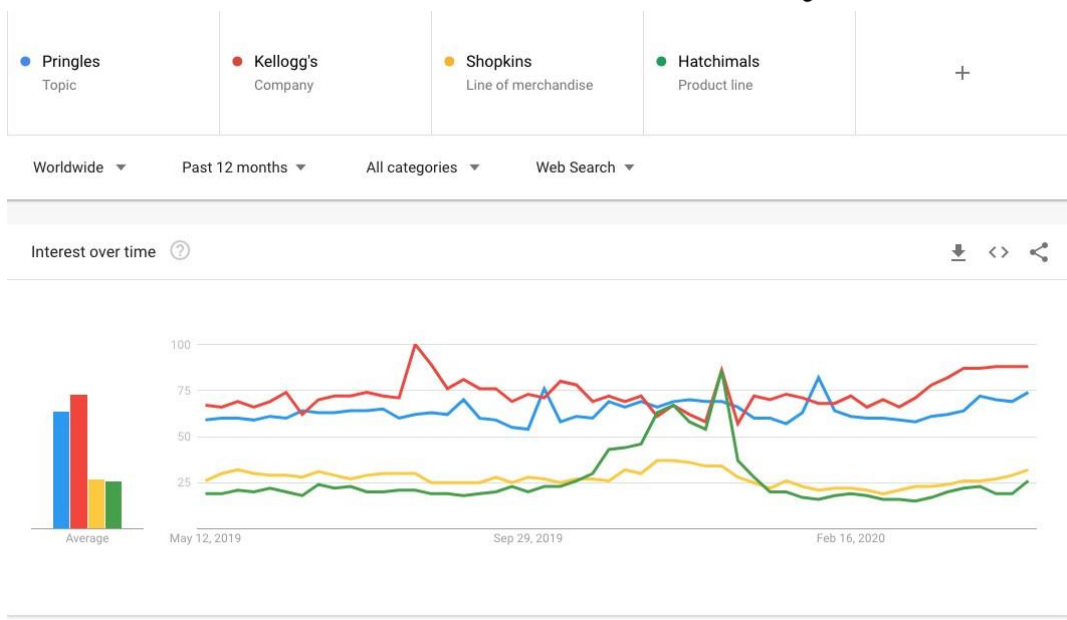
Starting a jigsaw puzzle and keeping it on a table in your living room or kitchen is an invitation for the whole family to participate, whenever they have a few minutes to sit down and focus. It's a tactic that parents of teens can use for starting a conversation while working toward a shared goal.

7 surprising benefits of doing jigsaw puzzles – Longview News-Journal (2018)





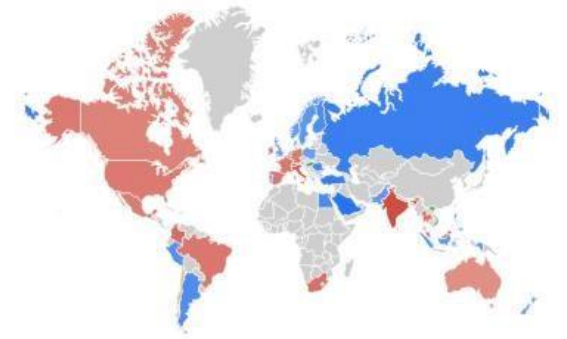
WHY Kellogg's & Pringles ?



KELLOGG'S occupies ~30% of the total market share in the cereal industry, reaching 180 countries.

Both brands consistently receive a high level of **consumer interest** – even compared to popular toy brands.

● Pringles ● Kellogg's ● Shopkins ● Hatchimals



1. PRINGLES POTATO CRISPS CHIPS

BEST OVERALL

It's well known that once you pop a tube of Pringles Potato Chips, it's pretty darn hard not to eat the whole lot. This is especially true when you have a stack of the ever-popular sour cream and onion flavor in front of you. These classic chips also come in handy tubes, meaning it's easy to take them with you or keep them for longer if you manage not to finish off the entire container in a single sitting.

PRINGLES was nominated **best overall** potato chips brand of 2020



BRANDED MINIATURES

have never been so popular on social media!





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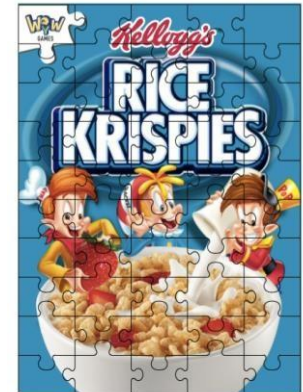
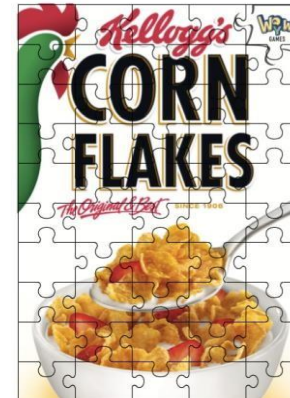


Iconic 50-piece puzzles with 6 bold designs

Collect them all!



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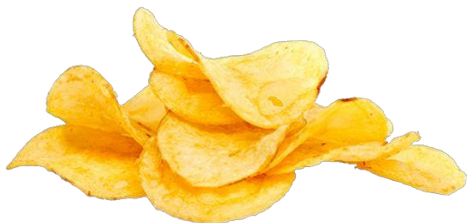


Item name: Mini Puzzles Pringles Assorted PDQ (1pk)
Item nr: 190231Q
Pcs/PDQ: 18
1PK size: 9 x 14 x 4 cm
PDQ size: 27 x 14 x 24 cm
Puzzle size: 16 x 22 cm





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MINI PUZZLES are



Environmentally Friendly



All components of the puzzles are **recyclable**.

we value ecological sustainability and strive to minimize our impact on the environment.



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