

News monitored for: Frito Lay - Brands

THE HINDU
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Pick your favourite

Lays launches six new flavours as part of the 'Guess Whose Flavour' campaign. These limited edition magical flavours include Coastal Pepper Blast, Western Mirchi Burst, Eastern Chilli Mustard Hit, Oz Cheese n Onion Cut, Jamaican Spice Shot and Royal Herb and Chilli Punch. The packs for each of the flavours incorporate clues for the consumers to help guess which player has created which flavour. The six new flavours will be available for Rs. 5, Rs. 15 and Rs. 25.

An advertisement for Lays chips. At the top, it says "Pick your favourite". Below that, a paragraph of text describes the launch of six new limited edition flavors as part of a "Guess Whose Flavour" campaign. The text lists the flavors: Coastal Pepper Blast, Western Mirchi Burst, Eastern Chilli Mustard Hit, Oz Cheese n Onion Cut, Jamaican Spice Shot, and Royal Herb and Chilli Punch. It also mentions that the packs include clues for consumers to guess the creator and that the flavors are available in Rs. 5, Rs. 15, and Rs. 25 packs. The central image shows five chefs in white uniforms and hats, each holding a plate of Lays chips. Below them are six bags of Lays chips in various colors, each representing a different flavor.