



In 2009, [Proctor & Gamble](#), the manufacturer and distributor of [Pringles™](#) found out the expensive way that Pringles are deemed a potato product subject to the UK 17.5% [Value Added Tax](#).

Having successfully argued that Pringles should be exempt from the tax on the basis that the Pringle is a moulded dough product rather than a potato chip product (or potato crisp if you are from the UK) and that the Pringle is made from less than 50% potato ingredients, the taxman subsequently appealed.

On appeal, [the taxman won](#) resulting in back taxes due of an amount in excess of \$150,000,000.

Pringles are made from [42% potato flour with other main ingredients including wheat starch](#).