

Kellogg's

factsheet

Nutritional Heritage

Over 100 years ago WK Kellogg outlined a simple company ethos *'We are a company of dedicated people making quality products for a healthier world'* which is still followed by Kellogg's today.

Healthy foods from the start

Kellogg's is one of the most successful food companies and can trace its origins to a philosophy that urged people to improve their health by changing their eating habits. The founder, William Keith Kellogg, believed that diet played an important role in a healthy lifestyle and that the most important meal of the day was breakfast.

WK Kellogg and his brother, Dr John Harvey Kellogg, invented the first breakfast cereals in 1894 at the Battle Creek Sanitarium in Michigan, USA. During experiments into new, healthy grain-based foods, they accidentally discovered the process for flaking wheat. Kellogg's Corn Flakes were subsequently developed in 1898. At first they were made from the whole kernel and their acceptance was limited. Then, it was discovered that a much tastier flake was produced by adding malt flavouring and by using the heart of the corn kernel only.

Kellogg's today

WK Kellogg's vision changed the way the world regards breakfast and food. His belief in the health benefits of a grain-based diet and the importance of the breakfast meal have since been unanimously confirmed through research conducted by top nutrition experts. Today, Kellogg's is the number one cereal brand world-wide and remains committed to the philosophy of its founder: promoting a healthy diet.

Spreading the message of good nutrition

WK Kellogg began a continuing tradition of providing people with the latest information about nutrition and advice on choosing a healthy diet. In the 1930s Kellogg's was the first company to print nutrition messages, recipes and product information on their cereal packs. The company introduced voluntary nutrition labelling a decade later and, in Europe, full nutrition labelling on packaging was introduced long before this became a legal requirement. Kellogg's are now at the forefront of nutrition labeling in the UK, recently introducing Guideline Daily Amounts onto packaging to help consumers understand how much they are eating compared to levels recommended to maintain good health.

Good nutrition and the Kellogg Company

Kellogg's is committed to providing wholesome, nutritious and tasty products for everyone, of all ages, as well as information on selecting a healthy diet. Through advertising, product packaging and educational materials such as this factsheet, the Kellogg Company continues to bring people important news on nutrition, breakfast and the role its products play in maintaining a balanced diet.

The Kellogg Company Nutrition Policy:

1. We are committed to providing our consumers with a wide choice of quality food products that can be part of a balanced diet and meet their varying taste requirements.
2. Decades of nutrition show that that all foods have a place in the diet with balance and moderation, and that exercise, together with a balanced diet, is integral to a healthy lifestyle.
3. Fortification plays a positive role in the diet of consumers. Kellogg's products are fortified in keeping with the following considerations:
 - How they are used by the consumer
 - National laws and regulations
 - The nutrient intake and needs of the population
 - Technical feasibility
4. We believe the enjoyment and appeal of our products are essential if they are to make a nutritional contribution to the diets of consumers.
5. We will keep abreast of the on-going scientific advancements in nutrition and food research by:
 - Working collaboratively with health professionals organizations and governments to develop public policies that will enhance the health of consumers.
 - Developing new products and enhancing existing products that take into account both current scientific advancements and the needs of consumers.
6. We will provide our consumers with nutrition information so that they can make informed food choices.

Milestones in the history of the company

- 1894 – An interrupted laboratory experiment at the Battle Creek Sanitarium leads WK and Dr John Harvey Kellogg to invent flaked cereal
- 1898 – WK Kellogg develops the first flaked corn cereal
- 1906 – The Battle Creek Toasted Corn Flake Company is founded by WK Kellogg
- 1916 – Kellogg's All-Bran is introduced
- 1922 – The company is renamed The Kellogg Company
- 1928 – Kellogg's Rice Krispies are introduced
- 1938 – Kellogg's plant is built in Manchester, England
- 1951 – W.K Kellogg dies, aged 91
- 1952 – Kellogg's Frosties and "Tony the Tiger" are introduced
- 1994 – The Convenience Foods Division is established
- 1997 – Kellogg's Nutri-Grain bars are introduced
- 2001 – Kellogg's Real Fruit Winders are introduced
- 2004 – Prebiotic inulin added to Rice Krispies Multigrain for better digestive health
- 2004 – Special K Lite Bites introduced