

We've always been outspoken about health and wellbeing. Now we're having a healthy debate.

Of course not everybody will agree with us. But it's healthy for us to have differences of opinion. And we'll never hide from explaining our choices and beliefs, so please keep asking us questions. Here are our answers to the most frequently asked questions.

Can you explain why you are taking legal action?

We thought we'd have a reasonable conversation with the Government about our concerns with the way the nutritional value of cereals is calculated. And even though our aim has always been to resolve the situation through constructive dialogue, there's not been much progress in 12 months. Now obviously, nobody wants to go to court. Either for work or personally. And, of course, not everyone will agree with us. But we think it's important to speak up when something isn't right.

Is this debate just about cereal? How are other foods measured?

Other foods like pasta and gravy granules are measured 'as consumed' meaning after cooking and after milk or water has been added. So we feel cereals should be assessed in the same way. What we are seeking is a small change to the way it's measured - taking into account that cereal is almost always eaten with milk or yoghurt.

Does this mean you disagree with the Government in its efforts to counter obesity?

No. We pride ourselves on being a responsible food company. And Kellogg has always supported the efforts of the Government in its fight against obesity. Aside from putting traffic light labelling on our packs, we have, since 2011, voluntarily removed 11,000 tonnes of sugar from our cereals. Which also now have 60% less salt than in the 1990's. Earlier this year, Kellogg was commended in Parliament for our prolonged commitment to this. We just believe the way that the nutritional value of cereals is measured is not helpful. And we want to keep helping parents make healthier choices.

What are you trying to achieve?

We're just trying to have two words added to the policy on cereals: 'As consumed'. We believe that the current way of calculating the nutritional value of cereals, specifically, is skewed. It measures cereal when dry, when in reality, very few people eat it this way.

Research shows that cereals are almost always eaten with milk or yoghurt. That's 92% of cereal eaters having it with milk or yoghurt. And that's how we believe they should be measured. Just as real people eat real cereal, in real life.

Why does this matter to us? And how does this help my family?

We've always tried to be open and honest with people about what's in our food. We believe people should have the correct information in order to make informed choices. But that's not possible.

Currently the nutritional value of cereals is measured without milk. But 92% of people eat cereal with milk or yoghurt. So, this calculation doesn't reflect how real people eat real cereal, in real life. Therefore, we think the assessment needs to change.

Will this court case have any impact on where I can buy your products or the price I pay for them?

No. You'll still be able to buy Kellogg's products in the shops at the normal price. Kellogg is one of the most trusted and reliable brands in Europe, enjoyed by millions in Britain every day.

The Kellogg's logo, featuring the brand name in a stylized, red, cursive script.