

## CEREAL-OUSLY SWICY

### Britain's First Spicy Breakfast Cereal Has Landed: Introducing Kellogg's Crunchy Nut Hot Honey Crunchies



*Sweet, spicy, and downright irresistible - the UK's first-ever spicy breakfast cereal brings the swicy trend straight to your morning meal.*

Breakfast just got a glow up. Kicking off January with a bold new limited-edition launch, meet: Crunchy Nut Hot Honey Crunchies, the first spicy breakfast cereal to hit UK supermarket shelves. Perfect for those moments when you need a little excitement at the weekend, a midweek pick-me-up, or a cheeky snack that delivers something different.

Inspired by the viral 'swicy' trend - the perfect blend of sweet and heat - this is cereal as you've never seen before. Think golden honey coated curls with a whisper of chilli warmth. It's sweet, it's spicy, it's everything your breakfast bowl didn't know it needed.

And consumers are more than ready. Swicy flavours have been exploding across menus and social media, with hot honey now a firm fixture in everything from brunch dishes to desserts. The trend has generated millions of engagements as Brits look to spice up their breakfasts - quite literally.

Kellogg's Crunchy Nut Hot Honey Crunchies meet that appetite head-on. It's familiar yet unexpected: a bold flavour hit that kick-starts the day and keeps things interesting. Whether it's the breakfast table, an afternoon treat, or a late-night cereal craving, there's no wrong time to turn up the heat.



TIN MAN 

**KELLOGG'S CRUNCHY NUT HOT HONEY PRODUCT RELEASE**

**Freya Knight, Marketing Manager for Crunchy Nut, said:** *"Crunchy Nut has always been about making breakfast more exciting, and Hot Honey takes it up a notch. Sweet meets spicy is a flavour combo that's on the rise, so why not go bold at breakfast too? As the UK's first swicy breakfast cereal, Hot Honey Crunchies bring a gentle hint of heat balanced with the golden honey taste our fans already love. Cereal-lovers are going to go wild for it."*

Be warned - Hot Honey Crunchies are only here for a limited time. So grab a box while you can, because once they're gone, they're gone.

**Product Information**

- Honey-coated golden crunchy curls with a gentle chilli warmth
- Non-HFSS
- Perfect for breakfast, snacking, or weekend treats
- Available nationwide from 1 January 2026 across major UK supermarkets including Tesco, Sainsbury's, Asda, and Morrisons, as well as selected independent retailers whilst stocks last
- RRP: £3.50

**ENDS**