

KELLOGG'S LAUNCHES NEW CRUNCHY NUT 'NUT BUTTER BARS'

- The new bars are in stores from today
- Available in two flavours – Cocoa Hazelnut and Almond

Cereal Giant, Kellogg's is expanding its Crunchy Nut offering with the introduction of a new range of Nut Butter Bars. Made with 40% nuts and real nut butter, the new bars come in two variants – Cocoa & Hazelnut and Almond.

Made in the UK, the new bars are available now at an RRP of £1.30¹ (per bar) in a number of major convenience stores.

Marrying the creamy softness of nut butter with the delightful crunch of whole roasted nuts and chocolate, the new Nut Butter Bars offer a taste sensation. The launch from Kellogg's brings together two favourites, with Crunchy Nut holding the title of Britain's favourite cereal² and the ever-growing popularity of nut butter within the snacking category³.

The new range of bars are gluten free, contain no palm oil and no artificial colours or preservatives. Crunchy Nut 'Nut Butter Bars' are only available in singles, making them the perfect treat for the on-the-go snacking occasion.

Speaking about the launch, Susann Heinz, senior brand activation manager Kellogg's UKI said:

"Knowing the popularity of the cereal, launching Crunchy Nut 'Nut Butter Bars' allows us to meet a wider range of consumer occasions and tap into the growing trend of nut butter. Crunchy Nut is regularly hailed as the UK's favourite cereal and we're confident fans will love this delicious snack as much as we do."

ENDS

Notes to the editors

For more information, please contact the Kellogg's Press Office on 0161 869 5293 or email pressoffice@kellogg.com

¹ Pricing is at the discretion of the retailer.

² As voted on Channel 5's television programme 'Britain's Favourite Breakfast Cereal' in 2020. The poll was carried out by SmartSurvey with over 2000 participants

³ Source: Euromonitor reports "Sweet Spreads in the UK, Nov 2019"