

Press release – for trade and consumer food slots
January 2020

Children help Kellogg's to develop latest no added sugar cereal 'W.K. Kellogg by Kids'

Kellogg's is to launch its first plant-based, no added sugar children's cereal as part of the W.K. Kellogg portfolio.

W.K. Kellogg by Kids will be available in two flavour variants, Strawberry, Apple & Carrot, and Blueberry, Apple & Beetroot, hitting shelves in major retailers as of January 2020.

Food developers at Kellogg's have collaborated with children, and parents, to produce a unique range of fruit and vegetable cereals. The company also worked with the author of 'Fussy Eater,' Ciara Attwell to ensure the new food strikes the right balance between health and taste.

W.K. Kellogg by Kids consists of a mix of fun shapes – stars, hoops and balls – that are naturally coloured and flavoured using fruit and vegetable juice concentrates purees, juices and powders. The new cereal contains no artificial colours, flavours or sweeteners, is high in fibre and vegan friendly.

W.K. Kellogg will be available in 350g packs, RRP £2.99, and will be backed by a £2.1million marketing campaign.

Kellogg's activation brand lead UK, Aimee Cowan said: "W.K. Kellogg by Kids is the first mainstream children's cereal range with fruit and vegetables. We are targeting parents who can't find what they are looking for in the cereal aisle. We wanted to offer something that is a balance between health and taste at breakfast time. Something that has good nutritional for kids, but that they won't find boring or tasteless."

The new cereal forms part of Kellogg's drive to help families make better choices in the morning, including sugar and salt reduction across its children's cereal portfolio. As part of the health overhaul, Kellogg's introduced its plant-based granola range W.K. Kellogg in 2018.

Focusing on health, the range was reviewed in January 2019 to ensure every granola was no-added sugar, and Kellogg's introduced its first ever vegetable variant to the portfolio – W.K. Kellogg Raspberry, Apple and Carrot.

The brand is growing in its second year +29 per cent year on year* and delivered over £6m RSV in 2019.

Speaking about this year's success, Aimee added: "Thanks to the focus on our no added sugar variants, we have seen significant increases in rate of sale of the adult range this year.

"This gives us the confidence that consumers will love No Added Sugar W.K. Kellogg by Kids and trust the W.K. Kellogg range to deliver not only on taste but health as well.

For every pack of W.K. Kellogg sold Kellogg's will donate 10p to its Breakfast Club Programme.

The cereals will be available from January in Morrisons, following in all major supermarkets in February and March.

For more information or pack shots please contact the press office on pressoffice@Kellogg.com or call 0161 869 5293

Editors notes:

Reference:

* IRI data, Nov 29, 2019 year to date.

Details on the food:

W.K Kellogg Kids – Strawberry, Apple and Carrot (*strawberry hoops, apple stars and carrot balls*)

W. K Kellogg Kids – Blueberry, Apple and Beetroot (*blueberry balls, beetroot pops and apple stars*).