

Coco Pops to turn the milk WHITE chocolatey

Coco Pops fans have been demanding a white chocolate version of the well-loved cereal and now they can celebrate and turn the milk white chocolatey in the morning.

Kellogg's is launching a new White Choc Coco Pops this week and it's 30 per cent less sugar than other chocolate rice cereals.

The company says that they've had demands from fans on social media, and pleas to its customer phone line, to create a white chocolate Coco Pops.

Katy Bailey, brand manager for Kellogg's Coco Pops said: "In response to our fans, and the growing desire for white chocolate varieties of popular foods, we wanted to see if it was possible to create a white chocolate Coco Pops that tastes as good as the original.

"Our food developers have succeeded and for the first time in the cereal's 59 year history a white chocolate version will hit the shops."

The new cereal sees a new character Nula the Narwhal introduced into the well-loved jungle adverts. Nula magically turns the coco pops into white chocolate.

Sara Ashley, Kellogg's food technician at the Manchester cereal factory comments: "We had the idea to make a white chocolate flavoured Coco Pops when working in our food development kitchen on a new reduced sugar recipe for the original Coco Pops cereal.

"We knew fans were asking for it so we developed a prototype, which uses three basic ingredients, and tried it out with Kellogg's staff who loved it."

Kellogg's recently reduced sugar in Original Coco Pops by 40 per cent to help families make healthier choices in the morning.*

Kellogg's White Choc Coco Pops will be available in all major supermarkets from mid-June with an RRP of £2.99.

ENDS

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

* Rounded to nearest 10 per cent. Sugar has been reduced by 43 per cent vs previous recipe in 2017. Kellogg's Original Coco Pops and White Chocolate Coco Pops has 30 per cent less sugar on average than other chocolate flavoured toasted rice cereals. IRI UK 2019. www.cocopops.com