

EMBARGOED UNTIL 00.01AM 24TH SEPTEMBER

**40 never tasted so good!
Kellogg's Crunchy Nut celebrates 40th anniversary**



Today, [24th September], Britain's favourite cereal¹ – Kellogg's Crunchy Nut – is celebrating 40 years since it was first launched back in 1980.

The irresistible cereal was dreamt up more than four decades ago at Kellogg's Manchester factory – now the biggest cereal factory in Europe. The honey covered flakes quickly grew in popularity and today Kellogg's factory makes around 20 million kilograms of Crunchy Nut each year, the equivalent weight of over 3,000 elephants.

An eye and mouth-watering amount of ingredients are used to make the 6,000 flakes you'll find in the average box of Crunchy Nut. Each year, Kellogg's Manchester factory uses 1.2 billion individual peanuts to make the famous cereal and, since the product was first launch 40 years ago, it's got through around 70 million kilograms of honey.

In 2002 the cereal went from Crunchy Nut Cornflakes to simply 'Crunchy Nut' and today, it's Kellogg's biggest brand in the UK. With more than one in four² homes across the country proudly admitting to having at least one box of Crunchy Nut in their cupboards, the UK's Crunchy Nutters buy over 38 million boxes of the cereal every year³.

Due to the demand, 17 years ago Kellogg's expanded its offering to include Crunchy Nut Clusters and the cereal is still as sought after today, with sales of Crunchy Nut increasing 43%⁴ during lockdown as people turned back to their familiar favourite. In July this year, the Crunchy Nut family grew again as the brand stirred up a frenzy when Crunchy Nut Peanut Butter was introduced.

Dan Fox, Kellogg's Crunchy Nut expert who oversees the production of the cereal, commented:

“Many people see Crunchy Nut in the supermarket or have it on their breakfast table and might not know that it was invented in Manchester and continues to be made there today. I've been working at Kellogg's factory overseeing the production of Crunchy Nut for the past 14 years and in every single batch we make, we check the flakes for that trademark golden crunch! Our team make almost 600,000 boxes of the cereal every week and we hope we'll be making even more for years to come.”

Barbara Evans, Kellogg's retiree who worked at the factory in 1980, commented: “There was always a bit of a buzz at the factory when we started to make a new cereal, but when we started making Crunchy Nut it was like nothing else. Even back then you could tell how popular it was going to be so I'm not at all surprised that it's still around all these years later celebrating its 40th anniversary.”

ENDS

Notes to Editor

Everything you need to know about Crunchy Nut:

1. Over 70 million kilograms of honey have been used to make Crunchy Nut since it launched in 1980
2. Over 11 billion busy bees have made all of the golden honey in Crunchy Nut over the last 40 years
3. Kellogg's Manchester factory has its very own beehives and swarm of bees
4. One 500g box of Crunchy Nut contains 6,000 golden Crunchy Nut flakes
5. It takes around five hours to take a grain of corn and turn it into a Crunchy Nut cornflake, boxed up and ready to go
6. Kellogg's Manchester factory produces 39 million 500g boxes of Crunchy Nut every year
7. Every year, over 1.2 billion individual peanuts are used in Crunchy Nut
8. Crunchy Nut's original strapline in 1980 was 'three-way goodness that gives you a first-class start'
9. Crunchy Nut is sold in more than 11 countries around the world
10. Both Hugh Laurie and Rob Bryden have featured in Crunchy Nut adverts over the years

Crunchy Nut timeline:

1980 – Crunchy Nut Corn Flakes were invented at Kellogg's Manchester factory

1980 – Three months after launching, Crunchy Nut Corn Flakes had captured double the market size anticipated

1982 – Margaret Thatcher was the first Prime Minister to visit the home of Crunchy Nut – Kellogg's Manchester factory

1990 – Kellogg's was making around 60 million boxes of Crunchy Nut a year

2002 – Crunchy Nut Corn Flakes drops the 'Corn Flakes' and became Crunchy Nut

2003 – Kellogg's introduces Crunchy Nut Clusters

2020 – Kellogg's launches Crunchy Nut Peanut Butter

ENDS

For more information or images please contact the press office on pressoffice@kellogg.com or call on 0161 869 5293

¹As 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

²Kantar Worldwide Panel 52 w/e 14 Jun 20, 26.4% Penetration

³IRI Sales Data, Total Market 52 week ending to 28th December 2019

⁴IRI Total Market 12 week ending to 13th June 2020