

STRICTLY EMBARGOED UNTIL 00.01AM 23rd May 2023

CEREAL SUPERFAN WINS GIANT DELIVERY OF CRUNCHY NUT

- Cereal crowned UK's favourite breakfast, with 15.4 billion bowls of it eaten in the UK each year - enough to fill 185 Olympic-size swimming pools
 - The average Brit munches through more than 18,000 bowls in a lifetime
 - A quarter of Brits think milk should be poured in the bowl BEFORE the cereal
- Benny Thomson from Blackfield, Southampton, received a surprise CEREAL-OUSLY big delivery of new Crunchy Nut Salted Caramel Flavour Twist

[images]

IMAGES: [Insert link]

VIDEO: [Insert link]

One cereal fan received the surprise of a lifetime – as a ginormous box of Crunchy Nut Salted Caramel Flavour Twist and enough cereal to last 12 months, was delivered straight to their door.

The competition, launched to celebrate the release of Kellogg's new Crunchy Nut flavour – Salted Caramel Flavour Twist – saw Benny Thomson from Blackfield near Southampton win a surprise giant delivery of an 8.2ft box and a year's supply of cereal.

A delivery truck, manned by two Crunchy Nut delivery drivers, made the winning journey to delight Benny with the surprise enormous box, weighing in at a whopping 45kg.

The mega delivery coincides with research released today revealing that we are a nation of cereal fanatics, getting through 15.4 billion bowls per yearⁱ, approximately 462 thousand tonnesⁱⁱ - enough to fill 185 Olympic swimming poolsⁱⁱⁱ!

The average Brit munches through approximately 18,124 bowls of cereal over their lifetime^{iv}, which would weigh over half a tonne.

It's little surprise that cereal was crowned Britain's favourite breakfast in a new survey (which found it's regularly eaten by 82% of Brits) ahead of a toast (64%) and porridge (47%), taking second and third place respectively.

However, whilst the nation is agreed on their favourite breakfast – the question of what to pair it with, and how, is another matter. Milk remains the most popular accompaniment, with 89% revealing this as their go-to.

However, the order in which the cereal and milk are poured, is up for debate. Proving a national bone of contention, the research revealed that 41% of Brits wouldn't trust someone who puts their milk in first, whilst a quarter of Brits (25%) admitted they pour their milk in before their cereal.

Not tied down by tradition, the study revealed that Brits are keen to look beyond the classic milk pairing, with yoghurt (24%), coffee or tea (13%), fruit juice (8%), and even eating cereal with water (9%), as alternatives.

Whilst known as a popular choice for breakfast, 40% revealed they eat cereal before bed and a further 43% enjoy a bowl after breakfast, as a mid-morning snack.

Crunchy Nut holds the number one spot as Kellogg's biggest cereal brand¹, and was invented in Manchester over 40 years ago, with the cereal still being made in the same factory today. Salted Caramel Flavour Twist is the first adaptation of Kellogg's classic honey-nut coated, golden flakes since launching in 1980.

Kellogg's produces around 20 million kilograms of Crunchy Nut using over 1.3 million kilograms of peanuts each year, which is almost 600,000 boxes per week.

Rui Frias, Crunchy Nut senior brand manager, commented: *"We have seen increasing demand for salted caramel options, so it made sense when developing a new Crunchy Nut flavour that we give it a try - and we're glad we did as the result is irresistible! We put a lot of care into each box of Crunchy Nut Salted Caramel – it takes around five hours to take a grain of corn and turn it into a Crunchy Nut flake, boxed up and ready to go."*

Benny, winner of the competition, said: *"I am thrilled to have won a year's supply of Crunchy Nut Salted Caramel Flavour Twist! I have been a fan of the cereal for as long as I can remember. Thank you, Crunchy Nut!"*

Crunchy Nut Salted Caramel Flavour Twist is available now from most major supermarkets (£2.99 RRP).

@kelloggs.uki

-ENDS-

Notes to editors

Study of 2,000 Brits compiled in April 2023 by 3GEM

¹IRI data L52WE to 29th Oct 22

For further information on the Kellogg's Crunchy Nut range visit www.kelloggs.co.uk

ⁱ The survey revealed UK adults eat 4.3 bowls of cereal each week on average. Multiplied by the number of weeks in the year (52.1), it's shown that the average adult consumes 224 bowls per year. That number was then multiplied by the total UK population of 68,914,689 ([data from 11th May](#)) to give 15.4 billion bowls per year in the UK.

ⁱⁱ The average cereal bowl serving size (30g) was multiplied by the number of bowls of cereal consumed in the UK each year (15.4 billion) equating to 462,000,000kg or 462,000 tonnes of cereal.

ⁱⁱⁱ 462,000,000kg cereal eaten per year converted to cubic meters is 462,000 cubic metres of cereal. An Olympic swimming pool is approx. 2,500 cubic meters. $462,000 / 2,500 = 184.8$ Olympic swimming pools of cereal eaten per year.

^{iv} Average life expectancy in the UK is 80.9 years. There are 52.1 weeks in a year and the average Brit eats 224 bowls per year, equating to 18,124 bowls over a lifetime.