

EASTER IN A BOWL – KELLOGG’S LAUNCHES NEW HOT CROSS BUN FLAVOUR CEREAL

This time of year wouldn’t be the same without hot cross buns and Kellogg’s is bringing the Easter magic to the breakfast table with Hot Cross Bun Flavour Cereal.

The limited-edition cereal will be on shelves from next week and hot cross bun fans had better move quick, as only a limited number of boxes are up for grabs so once they’re gone, they’re gone.

It took Kellogg’s food developers two months to create the cereal’s hot cross bun flavoured filling at the business’ Manchester-based factory, testing different spice blends until they found the perfect hot cross bun taste.

The cereal is made up of crunchy wheat shells packed with a classic combination of dried fruit, a hint of cinnamon, ginger and spices, rounded off with candied lemon peel and is on shelves from next week in Sainsbury’s and Asda (RRP £1.80*).

The all new, limited-edition cereal is high in fibre, low in salt and low in saturated fat – offering a guilt-free way to get your hot cross bun fix.

Kirsty Smith, food designer at Kellogg’s said: “In order to get the perfect flavour, we sampled a number of hot cross buns to help us understand what made certain ones so good. We then took our hot cross bun expertise and applied it to our cereal. The filling in the crunchy casing all comes together to deliver that famous Easter taste.”

This latest launch follows the introduction of Kellogg’s Apricot, Plain, and Blueberry flavoured Wheats last year.

Ends

For further information please contact the Kellogg’s press office on 0161 869 5293 or pressoffice@kellogg.com

Samples are available upon request.

*Pricing is at the sole discretion of the retailer.