

**Press Release – JUNE 2023**

### **Kellogg's expands non-HFSS Coco Pops range with two new offerings**

Kellogg's is expanding its Coco Pops range for the second time this year, with the introduction of new Coco Pops Loops and Coco Pops Mega Pops.

The two latest additions have the same iconic chocolatey taste as Original Coco Pops but both offer new crunchy shapes and textures to add variety to the breakfast table.

Coco Pops is Kellogg's number one kids' cereal brand<sup>1</sup> and the third biggest brand in its portfolio.

The non-HFSS products come as part of Kellogg's continued efforts to lower sugar within its kids' cereals portfolio. Since 2017, Kellogg's has reduced sugar in Original Coco Pops by 50 per cent to help families make healthier choices in the morning<sup>2</sup>.

Coco Pops Loops are available now in Morrisons<sup>3</sup>, with Asda and Sainsbury's to follow, at an RRP of £2<sup>4</sup> for a 285g pack. Coco Pops Mega Pops are also available now in Morrisons<sup>5</sup>, with Tesco and Sainsbury's to follow, at an RRP of £3.29<sup>6</sup> for a 365g pack.

**Seanain Mcguigan, activation brand manager Kellogg's UKI said:** "Coco Pops is our number one selling kids' cereal brand, so it's great to continue our innovation of the range. We've worked hard to make sure both Coco Pops Loops and Coco Pops Mega Pops add something different and exciting to people's mornings, whilst keeping the rich chocolate flavour that the brand is known for."

The launches follow on from the introduction of Coco Pops Chocos at the beginning of this year.

**ENDS**

**For more information, please contact the Kellogg's Press Office on 0161 869 5293 or email [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)**

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<sup>1</sup> IRI data Total Market 52we to 26th Nov 2022

<sup>2</sup> Rounded to nearest 10 per cent. Sugar has been reduced by 51.4% per cent vs. previous recipe (2017).

<sup>3</sup> Excludes small stores

<sup>4</sup> Pricing is at the sole discretion of the retailer

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<sup>6</sup> Pricing is at the sole discretion of the retailer