

Press release: Trade
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Gutsy Kellogg's adds two new brands to its fibre portfolio

Kellogg's launches All-Bran Prebiotic range as the latest edition to the Kellogg's 'Happy Guts' portfolio – backed by a £3million campaign educating shoppers on the benefits of fibre.

The new variants, All-Bran Original Prebiotic and All-Bran Almond and Pumpkin Seed Prebiotic, will hit shelves in January 2020. The cereal contains prebiotic fibre in the form of chicory root inulin which feeds the good bacteria in the gut.

The two new flavours will be available in 380g packs, RRP £2.99.

In February 2019 Kellogg's launched its Happy Guts campaign, rebranding and repositioning All Bran, Fruit and Fibre and Bran Flakes for younger, health conscious shoppers focusing on the trend of gut health.

The repositioning delivered nine per cent growth in leading supermarket stores.** Now from January Kellogg's will be doubling its investment in its fibre brands, with a campaign focused on educating the nation on the benefits of high fibre foods.

Research shows 42 per cent of UK cereal consumers are looking for high fibre when choosing their breakfast cereal*. The rise in this trend sees shoppers more focused on their gut than other prominent health trends like wholegrain (32 per cent).

Kellogg's UKI brand activation manager, Florence Kayll, said: "With 26 per cent of UK consumers claiming to they eat less fibre than they should* it is really important we educate our shoppers to understand the importance of having fibre in their diets.

"Our All-Bran range contains almost 40 per cent of the recommended daily allowance of fibre (11g). This new food gives us an opportunity to grow this historic brand and keep Kellogg's at the heart of the gut health trend."

The new food forms part of Kellogg's drive to help people make healthier choices in the morning, including substantial sugar and salt reduction across its portfolio.

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

Editors Notes:

References:

*Mintel 2018

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1 in 10 people in the UK don't eat enough fibre. The fibre recommended daily allowance is 30g but the average Brit only consumes 18g a day (*National Diet and Nutrition Survey. Results from Years 7-8 (combined) of the Rolling Programme (2014/2015 – 2015/16)*)

