

Press Release – 9<sup>th</sup> June 2023

## KELLOGG'S LAUNCHES STRAWBERRY SUNDAE FLAVOUR RICE KRISPIES SQUARES

Kellogg's UK has added a new limited-edition Strawberry Sundae flavour to its American Style Rice Krispies Squares range.

The new bars are available now in Asda<sup>1</sup>, starting at £1.65<sup>2</sup> (pack of four), with other stores to follow in the coming weeks.

Rice Krispies Squares is the leading snacks brand in the treat segment<sup>3</sup>, with 2.9 million households consuming them every year in the UK<sup>4</sup>.

The launch from Kellogg's combines a classic, well-loved flavour in strawberry with a mouth-watering sundae twist, inspired by retro diners to add a taste of America. These tempting bars are the perfect afternoon treat.

**Sam Harper, Kellogg's UKI snacks activation brand lead, said:** "Our American Style range of Rice Krispies Squares has continued to go down a treat with shoppers, so we cannot wait to add a tasty new flavour. The addition of our limited-edition Strawberry Sundae flavour is something we know Squares fans will love."

This latest launch joins the American Style range, including the Mint Choc Shake flavour that launched last year.

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Notes to the editors:

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> Excludes small stores.

<sup>2</sup> Pricing is at the sole discretion of the retailer and may vary.

<sup>3</sup> Data Source: IRI WS UK P4 23 MAT

<sup>4</sup> Data Source: Kantar March 52 w/e 2023