



STRICTLY EMBARGOED UNTIL 00:01 FRIDAY 24th JANUARY 2020

FIRST CEREAL CAFÉ BY KIDS, FOR KIDS OPENS WITH MYLEENE KLOSS

KIDS TAKE CHARGE AT CEREAL CAFÉ TO LAUNCH VEGAN FRUIT & VEG CEREAL DESIGNED BY KIDS

- **The first cereal café designed by kids, for kids opens in-light of new research that reveals 9 in 10 kids are now choosing to take charge of what they eat**
- **Pop-up launched to celebrate the release of brand-new W.K Kellogg by Kids, the first no added sugar, vegan children's cereal to contain both fruit and vegetables**
- **Celebrity mum-of-three Myleene Klass was among first to go down to the Kellogg's by Kids Café alongside kids**
- **Café features mix your own cereal as well as interactive doodle walls and tables**

Today, celebrity mum-of-three Myleene Klass was among the first to pop into London's first cereal café to be designed by kids, for kids - as Kellogg's launch their first kid's breakfast cereal in 20 years, **W.K Kellogg by Kids**. Visitors to the café over the weekend will have a chance to try the tasty new breakfast cereal, made with real fruit and vegetables.

Celebrating the launch of the brand-new plant-based cereal and bringing the younger generation's imagination to life, the café is run by kids for kids – even down to the waiters and waitresses serving up breakfast! Normal rules don't apply at this café - visitors can colour in the doodle walls and tables and mix up their own cereal, choosing from apples stars, strawberry hoops, carrot and blueberry balls or beetroot pops.

Myleene enjoyed a tasty breakfast at the café, alongside some miniature members of staff, as new research reveals over two-thirds of kids (66%) have a more varied diet than their parents had and healthy choices now largely lead the way as apple (52%) tops the list of snacks kids are most likely to request from their parents.

The new launch was created in consultation with kids themselves and fussy eating expert, Ciara Atwell. The release of W.K Kellogg by Kids is part of Kellogg's ongoing commitment to providing better choices in the morning.

Like lots of modern parents, Myleene Klass has noticed the changing tastes of her own children in comparison to her own childhood.

Ahead of the launch, Myleene said: *"I think children are definitely having a re-education around their food – I remember just wanting burger and chips but the girls are more likely to go for the likes of apples, blueberries, avocado or even sushi!"* *Mornings can be mad in our house so it's amazing to know that breakfast is easy. A cereal with fruit, veg, no added sugar, plus the whole family think it tastes great - what more could you want?"*

W.K Kellogg by Kids is the first children's product from the cereal maker to include fruit and vegetables, designed and created for kids and the whole family.

The brand-new cereal comes in two tasty flavour variants the whole family will love: *Strawberry, Apple and Carrot* or *Blueberry, Apple and Beetroot*. Adding to each morning's excitement, each cereal piece in the box will be a different shape and flavour.



Brand-new W.K Kellogg by Kids contains no added sugar and has no artificial colours, sweeteners or flavours, continuing Kellogg's ongoing commitment to providing families with better choices in the morning.

-ENDS-

Notes to Editors

For more information please contact Lucy Turner on LT@taylorherring.com

About WK Kellogg by Kids

W.K Kellogg by Kids is available in two flavours, Strawberry, Apple and Carrot, and Blueberry Apple and Beetroot. Food developers at Kellogg's have collaborated with children and parents to create this unique fruit and vegetable cereal. The company also worked with the author of 'Fussy Eater,' Ciara Attwell to ensure the new food strikes the right balance between health and taste.

W.K Kellogg by Kids consists of a mix of fun shapes – stars, hoops and balls – that are naturally coloured and flavoured using fruit and vegetable juice concentrates and powders. The new cereal contains no artificial colours, sweeteners or flavours and is high in fibre and vegan.

W.K. Kellogg by Kids will be available in 350g packs, RRP £2.99.