

## GET YOUR FESTIVE FIX AT BREAKFAST WITH NEW MINCE PIE FLAVOURED CEREAL

Christmas wouldn't be the same without mince pies and this year Kellogg's has taken it a step further by launching Mince Pie flavoured cereal.

Limited-edition Mince Pie Flavoured Wheats will be packed with a smooth, gently spiced sultana centre, offering people the chance to add a touch of Christmas spirit to their mornings as December 25<sup>th</sup> fast approaches.

Carefully made in the North Pole of the UK – Manchester – the development of the cereal started just after Christmas last year in order to make it onto shelves in time for this festive period. Kellogg's team kicked off the process with the joyous job of sampling a number of mince pies to find the perfect flavour.

Mince pie fans had better move quick, as only 60,000 boxes of the cereal are up for grabs and once they're gone, they're gone. The cereal is on shelves from 30<sup>th</sup> November in selected Sainsbury's stores (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 mince pie fix. Not only is it a tasty breakfast choice but it's also expected to prove popular as a Christmas Eve snack for Father Christmas.

**Kirsty Smith, food designer at Kellogg's said:** "We tried around four different recipes before we found 'the one'. The filling in the crunchy Wheat casing is made up of sultanas, candied orange peel and a spice mix of cinnamon, ginger, all spice and nutmeg – all of which comes together perfectly to deliver that favourite mince pie taste."

**Emily Dutton, senior brand manager at Kellogg's said:** "Mince pies are a Christmas classic and we know just how much people love them, that's why we wanted to combine that instantly recognisable flavour of spiced, dried fruit with our popular Wheats cereal.

"We hope that mince pie fans are excited to get their hands on our new launch and we'd encourage them to act fast – they're a limited-edition and we expect them to be snapped up!"

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

**Ends**

For further information please contact the Kellogg's press office on 0161 869 5293 or [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)

Samples are available upon request.

\*Pricing is at the sole discretion of the retailer.