

GO HAZEL-NUTS FOR COCO POPS' NEW FLAVOUR

- Kellogg's launches limited edition Hazelnut Choc Flavour Coco Pops
 - The new cereal launches in stores nationwide from this week
- Hazelnut Choc Flavour Coco Pops contains no artificial colours or flavours

Coco Pops just got a whole lot nuttier, as Kellogg's has announced it is launching a NEW flavour of its much-loved chocolatey cereal.

From this week, cereal lovers will be able to get their hands on the new Hazelnut Choc Flavour Coco Pops in Asda and Iceland stores nationwide, landing in all other major supermarkets this month. The limited-edition cereal is on shelves for one year only.

With 30% less sugar than other chocolate flavoured cereals¹, the tasty new breakfast option will magically transform milk into a chocolatey hazelnut flavour. Kellogg's Coco Pops experts have spent over a year at the business' Manchester-based factory perfecting the new taste which combines cocoa with notes of hazelnut.

The launch follows limited edition Strawberry & White Choc Flavour Coco Pops that landed on shelves last year, with shoppers buying over 4,000 boxes of the cereal every day in 2021².

With fans of the cereal often taking to Twitter to recommend combining original Coco Pops with hazelnut milk-alternatives, the new addition to the range is expected to prove popular.

Sophie Daniels, brand manager at Kellogg's says: "We are so excited to bring out a new limited edition Coco Pops flavour and we hope that kids and grown-ups alike enjoy it as much as we do. We know that our fans enjoy eating their Coco Pops with hazelnut milk-alternatives, so we're hoping this new Hazelnut Choc flavour is a hit."

Amalia Diamanti, Kellogg's food designer, said: "We spent over 12 months developing the new cereal to ensure it was the perfect flavour combination of cocoa and hazelnut. Coco Pops has such a magical way of transforming milk into a chocolatey swirl, and hazelnut flavour is a natural pairing with it so we can't wait to hear what everyone thinks."

In 2018, Kellogg's reduced sugar in Original Coco Pops by 40 per cent to help families make healthier choices in the morning³. This followed a reduction of 14 per cent in

2017, meaning Coco Pops now has half the sugar it did five years ago. The original variety, as well as this new limited edition, are non HFSS (non-high in fat salt sugar) cereals.

Kellogg's Hazelnut Choc Flavour Coco Pops will be available in Asda and Iceland from this week and will roll out into all other major supermarkets over the coming weeks, RRP £3.00⁴.

NOTES TO EDITORS:

¹30% less sugar on average than other chocolate flavoured toasted rice cereals. IRI UK 2021. www.cocopops.com

²IRI data

³ Rounded to nearest 10 per cent. Sugar has been reduced by 43 per cent vs previous recipe in 2017.

⁴Pricing is at the sole discretion of the retailer

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