

Press release

KELLANOVA BEGINS PRODUCTION OF NEW ALL-BRAN FIBRE PLUS AT WREXHAM

- New-look All-Bran Fibre Plus is made using advanced technology for faster, more sustainable production by reducing energy use
- Transition marks a major milestone following £75m investment in the Wrexham cereal factory
- All-Bran Fibre Plus delivers the same great taste with a crunchier texture* and fewer breakages, meaning less dust at the bottom of the pack

Kellanova, formerly Kellogg Company, has today (XX) released images of new All-Bran Fibre Plus in production at its cereal factory in Wrexham, North Wales.

All-Bran has been produced at Wrexham since the factory first opened in 1978. The much-loved cereal will now be made using the latest technology which reduces production time, reducing the energy required to make the fibre-rich shreds.

New All-Bran Fibre Plus is being made following enhancements to the production line at Wrexham, which is now powered by renewable electricity. It will deliver the same great taste with a lighter, crunchier texture* and fewer breakages leading to less dust at the bottom of the pack. The new branding highlights the important role All-Bran can play in helping consumers achieve their recommended daily fibre intake.

The move is part of a £75m investment in the factory, announced last October. As well as improvements on the All-Bran production line, two new advanced lines will be installed in the coming months to support the transition of other iconic Kellogg's cereals, including Corn Flakes and Crunchy Nut, to Wrexham.

An additional 130 jobs are also being created as a result of the investment, which will see cereal production at Wrexham more than double to around 1.5 million boxes a day.

Kellanova's UK Managing Director, Chris Silcock, said: *"It's great to see new All-Bran Fibre Plus running off the production lines at Wrexham, marking a major milestone in our ongoing investment at the site."*

"Over the next 18 months, more of our iconic brands will move production to Wrexham, and it'll be great to see all our major cereals produced more efficiently and sustainably using the latest technology."

MP for Wrexham, Andrew Ranger said: *"Kellanova has been an important part of Wrexham for over 40 years and I welcome the increased investment in the Wrexham plant and the job opportunities this brings. On my recent visit to the factory, I learned about the important steps the company is making to ensure that production is faster and sustainable as well as the planned expansion of their lines and production here."*

This is vital for economic growth and further demonstrates the confidence companies have in investing in Wrexham.”

*Source: IHUT Test UK & SP All-Bran Shreds Validation Apr. 2024