



KELLOGG'S LAUNCHES NEW SPECIAL K GRANOLA

Special K Crunchy Oat Granola is available now in two tasty flavours:
Mixed Berries and Dark Chocolate Curls



Images: [TH to add]

- Kellogg's adds new granola to its popular Special K range
- New Special K Crunchy Oat Granola will launch in two tempting flavours – fruity *Mixed Berries* and delicious *Dark Chocolate Curls*
- The crunchy breakfast option has an oat-rich base – it is classed as non-HFSS, high in oat grain fibre to support digestive health¹ and 30 per cent less sugar on average than other granolas²
- Special K Crunchy Oat Granola is **available now** in Asda, Waitrose and Morrisons (RRP **£2.99**)

7th June: Kellogg's has launched a brand-new granola as part of its popular Special K range.

Special K Crunchy Oat Granola's delicious crunchy clusters, with 30% less sugar², make the perfect breakfast choice and come in two tasty flavours: for those who like a fruity twist, Mixed Berries with blackcurrants and cranberries or for those chocolate lovers, Dark Chocolate Curls with 64% cocoa.

Special K's latest innovation has an oat rich base with puffed grains making it a tasty, light textured granola. It's also high in oat grain fibre to support gut health and is classed as non-HFSS.

Emily Dutton, senior brand manager Special K, said: "It's so important to get your day off to a good start¹ and it's easy when you've got something that tastes so



delicious! Our food development experts have created a new Special K Crunchy Oat Granola to give people a great tasting high fibre option with 30% less sugar² than other granolas. With so many different ways you can enjoy Special K Crunchy Oat Granola for breakfast, it's sure to be a household favourite!"

- ENDS -

For further information on the Kellogg's Special K range visit www.kelloggs.co.uk

Notes to Editor

¹ Special K Crunchy Oat Granola Mixed Berries / Dark Chocolate Curls contains 6.5g / 6.0g oat grain fibre per 100g. Oat grain fibre contributes to an increase in faecal bulk. Enjoy as part of a varied, balanced diet and healthy lifestyle.

² 30% less sugar on average than other granolas. IRI UK 2021.

³ RRP. Pricing is at the sole discretion of the retailer