

**PRESS RELEASE
UK FINAL**

KELLOGG'S UK COMMITS TO MAKING BETTER FOOD FOR PEOPLE AND THE PLANET WITH NEW PLAN

- **10 per cent sugar and 20 per cent salt to be removed from its cereals**
- **Air sucked out of cereal packs to reduce carbon footprint**
- **Pledge to feed 10 million people in need across the UK**

Cereal and snacks giant Kellogg's has today unveiled a new decade long plan to improve its foods so that they are better for people, the community and the planet.

The British business will invest in making its cereals healthier, feeding more people in need and it will reduce the carbon footprint of its cereal boxes.

Kellogg's will continue to tackle sugar by removing 10 per cent from its kids' cereal range making them all non-HFSS by the end of 2022. Sugar will also be reduced in Krave*, a favourite cereal for young adults.

Salt in its cereals will be cut by at least 20 per cent by the end of 2022.

The changes mean that four out of the top five selling Kellogg's cereals will now be non-HFSS. Thanks to a reduction in salt on Special K it will now join Coco Pops, Corn Flakes and Rice Krispies which are already non-HFSS.

The raft of measures was announced today as Kellogg's launched a new Wellbeing Manifesto, setting out its ambition to make good food that does a world of good too.

There has been recent progress on the environmental impact of the company's packaging last year with the trial of a Pringles paper tube that is widely recyclable.

As part of the new Manifesto, the food company has also launched a new type of smaller cereal box with less air space and packaging. This means Kellogg's will use almost 191 tonnes less cardboard and plastic annually which, combined with transport efficiencies, will remove 10 per cent of carbon a year.

The new boxes of cereals such as Special K and Bran Flakes will include the same weight of cereal and will roll off production lines in its factories in Manchester and North Wales this year.

The business will help address the UK's chronic lack of fibre by ensuring all of its breakfast foods are either a source or high in fibre by the end of 2023.

As part of the company's continued efforts to help feed those who need it most, it has pledged to feed 10 million people in the UK by the end of 2030 through its long-standing breakfast club programme and partnerships with charities FareShare and Magic Breakfast.

Kellogg's UK VP, Chris Silcock, said: "People are rightly demanding more from companies like ours and everyone expects good food to do a world of good too. We agree. That's why we are launching a new effort to improve our foods.

“It’s built on the work we’ve done over the past number of years to reduce things like sugar and salt while keeping the same great taste people expect from us. And, we’ll continue to act here as we know it is important.

“But the impact of our food is much broader than just what goes in the box. It’s about how we grow our ingredients and the impact we have on the planet and how we cook and make our food. It’s also about the social and emotional role of food and how it brings people together.”

The new wellbeing action plan is designed to build on the company’s efforts over the last decade to feed people in need, help people make healthier and more sustainable choices.

Since 2011 in the UK, Kellogg’s has helped feed five million people by supporting foodbanks and school feeding programmes and removed 11,000 tonnes of sugar from the diet of consumers, and reduced salt by 60 per cent.

“Our company was founded in 1906 by a visionary vegetarian who believed that a plant-based diet was the right diet. What we are announcing today is a continuation of that idea but updated for the 21st century by looking at the total impact of our food on people and the planet. We are committed to this work and we will continue to make progress and to play our part,” concludes Chris.

ENDS

Contact: Kellogg’s Press Office – 0161 869 5293

*sugar in Krave will be reduced by 11%

**Special K, Corn Flakes, Coco Pops and Rice Krispies will all be non-HFSS by the end of 2022