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KELLOGG'S REVEALS RECYCLABLE PAPER LINERS IN CEREAL BOXES

- **Recyclable paper will replace the plastic inner liner in Tesco partnership trial**
- **Results of trial will support company's future cereal packaging plans**
- **Announcement is part of Kellogg's commitment to ensure all its packaging is 100 per cent reusable, recyclable or compostable by the end of 2025**

Kellogg's Corn Flakes cereal packaging is going fully paper based with the trial of a paper liner in the UK that can be widely recycled.

The pilot will take part in partnership with Tesco in a small number of stores from January 2022 with the results helping to shape Kellogg's future packaging plans.

The plastic inner liner in cereal boxes is not currently widely accepted in kerbside recycling.

Kellogg's packaging technologists have worked to create paper-based inner packaging for its cereal that can survive the process of filling and sealing millions of bags in boxes of cereal produced in its factory and transporting them to retailers.

The outer recycled card packaging of the company's iconic cereals boxes are fully recyclable and have been for many years.

This is part of Kellogg's Wellbeing Manifesto launched in May this year. The new action plan is a decade-long commitment from the company to improve its food and packaging so that it's better for people, the planet and the community.

The company says the results of this trial are crucial as it plans for fully recyclable cereal packaging whether that's plastic liners being recyclable at kerbside similar to countries like Ireland and Belgium, or the roll out of cereal packaging that is fully paper based.

It's also important the cereal is kept fresh inside a paper liner as cereal has a 12-month shelf life.

Chris Silcock, Kellogg UK and Ireland managing director said: "We know people want to do more to help the planet and that's why we are working hard towards meeting our commitment of all Kellogg's packaging being reusable, recyclable or compostable by the end of 2025. This important trial of fully paper cereal packaging ensures we have explored all our options.

“Ultimately, we would prefer plastic liners to be accepted in home recycling as our data tells us that they are better for the planet over the full life cycle of the packaging, but this trial ensures we have an alternative.”

Tesco grocery director, David Beardmore said, “We are committed to working with our suppliers to remove, reduce, reuse and recycle packaging, particularly plastic. It’s great to see that Kellogg is trialling a paper cereal bag in our stores - our customers will be pleased that they can easily recycle the bag at home. We call on suppliers to test and roll out actions like this; using as little material as possible and making sure that necessary packaging is easy to recycle.”

Kellogg and Tesco have been working closely on several initiatives to improve the recyclability of their packaging and previously trialled a fully recyclable Pringle’s paper can in 2020.

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For further press information, please contact Kellogg’s press office on 0161 869 5293 / pressoffice@kellogg.com