

## TRADE PRESS RELEASE: DEC 2020

### KELLOGG'S RICE KRISPIESSQUARES GOES AMERICAN WITH NEW FLAVOURS

Cereal giant, Kellogg UK, has expanded its Rice Krispies Squares offering with the introduction of a new American range – including Cookies & Cream and Salted Caramel Pretzel flavours.

The new bars will be available from 4<sup>th</sup> January at an RRP of £1.99<sup>1</sup> (pack of four) in Asda stores nationwide and will roll out to further major supermarkets in the coming months.

The launch comes in response to the increasing popularity of American flavour variants – driving double digit growth of 26% since 2017<sup>2</sup>. Kellogg's identified the opportunity to expand its range of Rice Krispies Squares bars to meet consumer afternoon snacking needs.

The new additions to the range join Limited Edition Rice Krispies Squares Chocolatey Orange and Birthday Cake Thins – both innovations launched in 2020 and contributed towards the brand's outperformance of the market over the last 12 months<sup>3</sup>.

**Commenting on the new launch, Susann Heinz, senior brand activation manager Kellogg's UKI said:**

“Our insights show that American flavours drive strong taste appeal with shoppers and we were keen to tap into that with our new Rice Krispies Squares Cookies & Cream and Salted Caramel Pretzel.

“It's been a year of innovation for the brand, with limited edition Chocolatey Orange and Birthday Cake Thins launching in 2020 so we're looking forward to continuing the momentum with our launches in 2021.”

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#### Notes to the editors

**For more information, please contact the Kellogg's Press Office on 0161 869 5293 or email [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)**

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<sup>1</sup> Pricing is at the sole discretion of the retailer

<sup>2</sup> From NPD Group report, 2019

<sup>3</sup> IRI Total Market data