

Kellogg's expands Krave cereal range with new Caramelised Biscuit and White Chocolate Flavour



18th December 2025: Get ready to kick off the new year with a bold new taste sensation as Kellogg's announces the launch of Caramelised Biscuit and White Chocolate flavour Krave, the newest addition to its cereal line-up.

Shoppers can get their hands on the latest Krave flavour available from the beginning of January across major retailers, convenience and independent stores.

This new flavour delivers an irresistible, on-trend taste experience that's pure indulgence in every bite. It combines a perfectly crunchy pillow with a smooth white chocolate and caramelised biscuit flavour filling. It's the perfect option for those who are looking for something new when it comes to breakfast.

With caramelised biscuit proving to be an increasingly trending flavour, it's experiencing substantial growth in the food industry. In the breakfast category alone, caramelised biscuit cereals have seen 52% value sales growth YoY*. This trending flavour combined with Krave's signature chocolate taste will take shoppers' breakfasts to the next level.

Each 375g/410g pack has a recommended retail price of £3.50/£4**.

Freya Knight, Kellogg's Marketing Manager, said: "Shoppers are going to love new Krave Caramelised Biscuit and White Chocolate Flavour. As the OG of breakfast, we know that consumers are looking for variety when it comes to their morning meal. And for those moments when only an indulgence will do, Krave delivers just that. Packed with irresistible tastes and a satisfying crunch, this is the ultimate cereal experience you never knew you needed."

-Notes to editors-

* Circana, Brand Variant Breakfast Cereals, All Outlets, CYTD 02 Nov 2024, CYTD 01 Nov 2025

****Pricing is at the sole discretion of the retailer**