**Kellogg’s delivers an OMG twist to its breakfast line up with the launch of Chocolate Flavour Corn Flakes**

Kellogg’s has today unveiled its latest addition to the breakfast table: Chocolate Flavour Corn Flakes. Crispy and golden, the original Kellogg’s Corn Flakes have been delighting families across the UK for over 100 years and this latest innovation is poised to tantalise taste buds.

Since launching in 1922, the Corn Flake has stood as Kellogg's original cereal. With approximately 66 million boxes made each year, it continues to captivate breakfast eaters, solidifying its place as a morning staple.

Given its rich heritage, it's only fitting that a product of such significance is given a modern-day twist. Kellogg’s has answered the nation's quest for a delicious new morning choice, with the irresistible marriage of rich, velvety cocoa and the signature crunch of Kellogg’s classic Corn Flakes.

High in fibre and vitamin D, the base of the Corn Flake is the same heritage product the nation loves. The traditional flakes are tumbled and coated with cocoa to create the unique crunchy texture with a new chocolatey twist.

**Emily Dutton, activation manager at Kellogg’s comments:** “*It’s great to be bringing Chocolate Flavour Corn Flakes to breakfast tables. From a tasty morning option to an enjoyable snack, they can be eaten alone for an extra crunch or with milk, where the coating washes off to make the milk delectably chocolatey, whilst the Corn Flakes stay crispy. They’re sure to be loved by the whole family.”*

Corn Flakes lovers will be able to get their hands on the new Kellogg’s Corn Flakes Chocolate Flavour in Tesco stores nationwide from next week, with an RRP of £3.29 for a 450g pack.

To celebrate the launch, Kellogg’s is also opening a chocolatey extravaganza in the form of a pop-up Corner Shop from 12:00 - 19:00 on Thursday 25th – Saturday 27th at Black Milk, 88 Oldham Street, Manchester, M4 1LF for fans to try the product at an exclusive immersive experience.

**Corn Flake Chronicles: Top 10 Facts**

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| **1898** | In a failed attempt at making granola to feed patients at their health sanatorium in rural Mid-West America, Kellogg’s founder, William Keith Kellogg, and his brother, Dr John Harvey Kellogg, changed breakfast forever when they accidently flaked wheat berries. W.K kept experimenting until he flaked corn and created the delicious recipe for Kellogg’s Corn Flakes. |
| **1906** | W.K. Kellogg opened the “Battle Creek Toasted Corn Flake Company”  |
| **1922** | Kellogg’s Corn Flakes and All Bran were the first introduced to the British Public, imported originally from the USA and later from Canada. |
| **1936** | Corn Flakes were priced at 5 ½ old pennies, just over 2p. With UK sales at the time exceeding more than 50 million packets sold. |
| **1938** | In April, the first batch of Corn Flakes is made in a new Manchester factory. |
| **1943** | Due to transport restrictions during the war, Corn Flakes production ceased by April 1943.  |
| **1947** | Corn Flakes back in production following WWII |
| **1958** | Cornelius the Rooster made his first debut on cereal boxes |
| **1969** | Kellogg’s Corn Flakes was aboard Apollo 11, for the first moon landing |
| **2023** | Over six billion boxes of Corn Flakes have been produced for the UK since 1922 |

**ENDS**