

Press Release – 7th July 2023

Kellogg UK Commits to Supporting Veterans and their Families with Armed Forces Covenant Pledge

Kellogg UK has made a commitment to veterans, reservists, and their families by signing the Armed Forces Covenant.

The Covenant is a voluntary pledge that acknowledges by the organisation that those who serve or who have served in the armed forces, and their families, should be treated with fairness and respect.

Kellogg's has a K-Vets and Supporters network at its HQ in MediaCity which is committed to incorporating top tier veteran talent into all levels of the organisation.

The cereal and snacks company actively supports the employment of veterans, recognising military skills and qualifications in its recruitment and selection process.

Chris Silcock, Kellogg UK managing director, said: "At Kellogg's we believe everyone should have a place at the table. By signing the Armed Forces Covenant we hope to become a career destination for veterans. We will continue to actively support the employment of veterans, recognising military skills and qualifications in our recruitment and selection process."

The company has a strong KVets programme in the US which supports the 490 ex-military personnel working in Kellogg North America through its Battle Buddies and Military Mentorship Programme.

Chris Silcock was joined by Commander Judith Barnes Royal Navy Reserve, Air Employer Engagement Regional Officer and Colonel Darren Doherty yesterday at Kellogg's MediaCity HQ to officially sign the Covenant.

Colonel Darren Doherty, Commander Army North West Region commented: "I am delighted to witness a huge global company such as Kelloggs, and one with roots firmly in the North West, publicly pledging their continued support to the Armed Forces community: serving regular, reserves, veterans and their families, by signing the Armed Forces Covenant. I look forward to supporting Kellogg's in their next steps towards achieving award status as part of the Armed Forces Employer Recognition Scheme."

Kellogg's donated 19,000 servings of food over the past year to charities across the UK who state their primary audience as military personnel, veterans or their families. This includes residential settings, training centres, drop in and day centres.

Andrew Western MP said: "I'm delighted that Kellogg's has signed the Armed Forces Covenant Pledge. Our Armed Forces community deserves to be treated with fairness, respect, and compassion; not just when serving, but as they transition back into civilian life. Kellogg's employs hundreds of people across its head office in Media City and its factory in Trafford Park, so I have no doubt that the service people and veterans living within my constituency of Stretford and Urmston will benefit from this."

Kellogg's also recently removed the requirement for job applicants to the company to have a degree as part of its drive to become a more inclusive employer.

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