

Kellogg's adds new non-HFSS Caramel flavour to its Coco Pops Chocos range

- Kellogg's adds exciting twist to its non-HFSS breakfast cereal lineup
- Crunchy cocoa shells, with a cocoa and caramel flavour coating
- The new flavour will roll out in UK supermarkets from January



21st January 2025: Kellogg's has today announced the launch of a new Caramel flavour to its Coco Pops Chocos range.

The new addition follows the launch of Coco Pops Chocos in 2023, which was crowned top spot in the cereal category of last year's Product of the Year awards – the UK's largest consumer survey of product innovation.¹

Like the original Coco Pops Chocos, the new variant comprises curved, crunchy cocoa shells, but with an exciting caramel twist.

Food developers have created a balanced blend of rich roasted cocoa and creamy caramel, with the shells expertly cooked and shaped to give their signature crunchy texture.

All of Kellogg's children's cereals are non-HFSS including this new Coco Pops variant. It's also high in fibre, forming part of Kellogg's continued efforts to help families make healthier choices in the morning.

¹ Consumer Survey of Product Innovation UK, 2024.

The new flavour will be available for shoppers to buy from January in all major retailers.

Lejla Damon, Shopper Marketing & Kids Brand Manager, Kellogg's UKI said: "We're excited to be expanding our kids' cereal line-up with this delicious Coco Pops Chocos addition. It's high in fibre, a delicious blend of chocolatey caramel flavour, and wonderfully crunchy. One for the whole family to enjoy!"

Coco Pops Chocos Caramel joins Kellogg's diverse range of cereals, continuing its legacy of being the 'OG of breakfast', creating delicious and nutritious breakfast options that bring modern families together. This legacy has been amplified by Kellogg's £75m investment into its Wrexham cereal factory, set to more than double its production capacity – its largest single investment into British cereal production in over 30 years!

Each 420g pack is £3.29 RRP.

– ENDS –

Notes to Editor

For further information on Coco Pops Chocos visit www.kelloggs.co.uk