

Kellogg's expands range with NEW High Protein Bites cereal

- New non-HFSS cereal launches in Choco Hazelnut flavour
- Shoppers can get their hands on the new product in May, exclusively at Sainsbury's
- Latest addition to the brand's cereal range taps into growing trend for high-protein foods



23rd April 2025: Kellogg's has today announced the launch of High Protein Bites, the newest addition to its cereal lineup.

High Protein Bites are available in a rich Choco Hazelnut flavour, are high in fibre, non-HFSS, and contain 21% plant-based protein*, offering a choice of cereal for those who are looking to build more protein into their day.

With a growing trend for more protein at breakfast time, more cereal products are calling out Protein benefits on pack – up by 23%¹ in the last year. Kellogg's new High Protein Bites will help to provide greater choice for those looking to kick start their day by incorporating more protein into their daily routines.

Shoppers can get their hands on the new High Protein Bites from the start of May, exclusively in Sainsbury's. It will then be available for shoppers to buy across all major retailers from July 2025.

Each 400g pack has a recommended retail price of £3.50.

Lejla Damon, Senior Activation Brand Manager, Kellogg's: "We understand the benefits of a protein rich breakfast to help kick start your day, and we know this is something our shoppers are looking for too. This is why we are so excited to announce the launch of Kellogg's High Protein Bites, in a delicious Choco Hazelnut flavour – bringing greater choice to the everyday shopper looking to up their protein intake."

No matter your morning routine, Kellogg's shows up to the nation's breakfast tables, with a variety of breakfast options. Kellogg's continues to amplify its legacy as the 'OG' of breakfast with its recent £12m integrated marketing campaign 'See you in the morning' and strategic investment to grow the cereal category and its iconic cereal brands.

ENDS

Notes to editor

*A serving is high in protein which contributes to the growth and maintenance of muscle mass and the maintenance of normal bones. Enjoy as part of a varied and balanced diet and a healthy lifestyle.

For further information on Kellogg's High Protein Bites, please visit www.kelloggs.co.uk

¹ Source: Circana | GB Cereals containing Protein in Brand or Variant Type | £Value Sales Chg YoY | 52 w/e 28.12.24