

Kellogg's factory powers breakfast with pioneering hydrogen fuelled manufacturing demonstration



24th February 2025: A first-of-its-kind, Government funded hydrogen demonstration has been completed at a Kellogg's factory in the UK, making it the first food manufacturer in the country to produce cereal using this method.

The three-week demonstration, part of the *HyNet Industrial Fuel Switching programme*, replaced fossil fuel gas with hydrogen to power the toasting oven at the factory. The hydrogen fuelled process successfully produced Corn Flakes, Bran Flakes, Special K and Rice Krispies.

This comes after Kellanova UK was selected to receive £3 million funding by the Department for Energy Security & Net Zero in 2023.

The *HyNet Industrial Fuel Switching 2* programme is funded through the UK Government's £55m Industrial Fuel Switching Competition, as part of the £1bn Net Zero Innovation Portfolio (NZIP).

The demonstration showcased the role that hydrogen can play to support industry decarbonisation, and forms an important part of the manufacturer's commitment to reducing greenhouse gas emissions, as part of its Better Days promise.

As of the end of 2024, Kellanova has achieved a reduction of 54% in Europe for its scope 1 and 2 greenhouse gas emissions, putting it well on track towards its commitment of a

63% reduction in scope 1 and 2 emissions across its European operations by the end of 2030.

As well as showcasing the potential of hydrogen in food manufacturing, the demonstration also provided key learning and upskilling opportunities to employees.

Sam Bistiaux, Vice President of Manufacturing at Kellogg manufacturer Kellanova, said: *“The production of our cereal using hydrogen is an exciting first for us. It’s a significant moment for our people, our operations, and the industry as a whole as it demonstrates the potential of investing in low carbon fuels to drive decarbonisation. We are excited to be at the pioneering edge of this process, with the technology still in its infancy, and the long-term potential truly transformative.*

“As we look to continue reducing our carbon footprint, we hope that sharing examples of best practice and learnings from the demonstration can equip other businesses with the confidence and know-how to do the same, so that we can take urgent and collective action towards a greener future.”

David Parkin, Chair of the HyNet Alliance, said: *“It’s been fantastic to see the results of this demonstration, as part of HyNet’s Industrial Fuel Switching 2 programme, and to see the positive impact investment in hydrogen could have for industry, society, and the planet. Having businesses like Kellogg’s taking part has been hugely valuable in paving the way for other food manufacturers to explore low carbon fuel, think about their own decarbonisation roadmap, and help to make a critical contribution to the UK’s journey to Net Zero carbon emissions.”*

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