

KELLOGG'S ENHANCES 'BETTER FOR YOU' SNACKING RANGE TO HELP RETAILERS CONQUER ON THE GO SNACKS

Kellogg's is adding fuel to the single serve snacks category by enhancing its recipes and reformulating its existing range of Better For You Snacks.

The Better for You range, including Special K, Special K Protein, Nutri-Grain, Cereal and Milk Bars and Nuts and More bars, supports retailers in meeting the needs of shoppers looking for more nutritious on the go products than a simple chocolate bar or confectionery.

This September, Nutri-Grain is relaunching as a wholesome snack to grab on the go, seeing its filling condensed from 17 ingredients down to seven and a rebrand on packaging to showcase its improved flavour. The simplified packaging calls-out the bars' nutritional; containing six B vitamins, calcium and iron. The bars are also a source of fibre and are made with wholegrain.

Kellogg's has listened to retailers and consumers as they demand healthier choices for families. All Kellogg's Cereal and Milk Bars have been reformulated to contain less than 100 calories per bar and provide a source of vitamin D across the range.

Special K's core snack range has also been improved this year, increasing its fruit content from five per cent to 30 per cent and increasing the size of its bars*.

Earlier this year, Kellogg's launched Special K Protein variants, targeting the protein trend and appealing to a nation of consumers looking for snacks to keep them fuelled throughout the day.

Chris Bates, Kellogg's impulse sales director, said: "Better For You Snacking continues to be a category that evolves and grows as shoppers' seek alternatives to traditional confectionary.

"Whether it's refuelling on the go or an afternoon treat, every shopper wants their snack to fill a different purpose - without compromising on health benefits or taste.

"The single serve snacking category is integral to the Impulse channel, which is why we continuously improve our Better for You range. It's our goal to make sure it meets evolving consumer needs – that way retailers can feel confident they're setup for successful impulse sales as consumer tastes change."

- ENDS -

NOTES TO EDITORS:

*Special K cereal bars increased in weight from 21.5g to 27g per bar this year.

RRP Singles	PMP Singles
Nutri-Grain Fruity Breakfast bars: £0.55 Special K Bars: £0.55 Cereal and Milk Bars: £0.40	49p
Nuts and More: £0.89 Special K Protein Bars: £0.89	N/A

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