

UNDER EMBARGO UNTIL 00.01 MONDAY 12TH DECEMBER

‘THE TROUBLE IS THEY TASTE TOO GOOD...’

KELLOGG’S LAUNCHES NEW CRUNCHY NUT SALTED CARAMEL FLAVOUR TWIST

- Kellogg’s launches its first ever twist on the classic Crunchy Nut flakes
- The cereal giant has an irresistible new flavour, with the same great taste as the original, but with a new salted caramel twist
- Crunchy Nut Salted Caramel Flavour Twist is available in ASDA from this week (RRP £2.99)



12th December: Kellogg’s has launched a tasty new twist on its classic Crunchy Nut flakes - Crunchy Nut Salted Caramel Flavour Twist.

This is the first time Kellogg’s has adapted its classic honey-nut coated, golden flakes since it launched in 1980. The new option has the same great taste as the original, but with an irresistible new flavour twist.

Crunchy Nut holds the number one spot as Kellogg’s biggest cereal brand¹, and this delicious new option follows the popularity and demand for salted caramel products.

Crunchy Nut was invented in Manchester over 40 years ago and the new Salted Caramel Flavour was also devised at the same Kellogg’s Manchester factory. It took Kellogg’s cereal experts six months to create the new product, with the team sampling several varieties of salted caramel until they got the flavour just right.

Crunchy Nut Salted Caramel Flavour Twist is available in ASDA from today, before hitting all major supermarkets early next year, and independent retailers in Spring.

Each 375g pack is priced at £2.99 (RRP)².

David Henningham from Kellogg’s food development team said: *“We have seen increasing demand for salted caramel options, so it made sense when developing a new flavour that we give it a try - and we’re glad we did as the result is irresistible! We spent half a year perfecting the subtle balance of sweet caramel and salt to make this tasty new option the must-have addition to breakfast time.”*

The launch follows on from the introduction of Crunchy Nut Bites and Crunchy Nut 'Nut Butter Bars' in 2021.

- ENDS -

Notes to Editor

For further information on the Kellogg's Crunchy Nut range visit www.kelloggs.co.uk

¹IRI data L52WE to 29th Oct 22

²Pricing is at the sole discretion of the retailer