

Press Release – August 2022

ITS MINT TO BE – KELLOGG’S LAUNCHES MINT CHOC SHAKE FLAVOUR RICE KRISPIES SQUARES

The innovators at Kellogg’s UK have added a mouth-watering, limited-edition Mint Choc Shake flavour to their American Style Rice Krispies Squares range.

The new bars are available now in Sainsbury’s¹, at an RRP of £1.99² (pack of four), with other stores to follow in the coming months.

The launch combines a well-loved, classic flavour in Mint Chocolate, whilst the milkshake twist adds a taste of America. These tempting bars are the perfect afternoon treat.

The mint chocolate shake Rice Krispies Squares bar is topped with delicious chocolate chunks and a drizzling of chocolate.

This latest launch joins the American Style range, including the Cookies & Cream flavour that launched last year.

Holly Moorhead, Senior Brand activation manager, said: “Our American Style range of Rice Krispies Squares has gone down a treat, so we were keen to add some tasty new flavours. We think the addition of our limited-edition Mint Choc Shake flavour is something Rice Krispies fans will love.”

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Notes to the editors

For more information, please contact the Kellogg’s Press Office on 0161 869 5293 or email pressoffice@kellogg.com

¹ Excludes small stores

² Pricing is at the sole discretion of the retailer