

## **KELLOGG'S 'SNACKS OF CASH' COMPETITION OFFERS RETAILERS A CHANCE TO WIN £10,000**

Retailers are in with the chance of winning a £10,000 cash prize and weekly stock prizes with Kellogg's 'Snacks of Cash' competition.

Kellogg's latest retailer incentive is set to help symbol and independent retailers conquer the Single Serve Snacks category as well as offering the chance to win cash for their store.

To enter, retailers must simply purchase four cases of Kellogg's owned Pringles Snack Cans or Kellogg's Better for You Snack Bars, including PMP's, text a photo of the invoice to 66222 and be automatically entered into a random prize draw.

As shoppers demand more from on-the-go snacking, Kellogg's Better for You Snacks and Pringles Snack Cans to help retailers satisfy every shopper's mission; from refuelling with a Special K Protein Bar to grabbing a can of Pringles on the go.

Chris Bates, Kellogg's impulse sales director, said: "As part of our commitment to the category, we are bringing innovation to the Single Serve Snacks impulse channel, while rewarding retailers who are working hard to address the needs of shoppers.

"Not only is this a brilliant opportunity for independent and symbol retailers to win a £10,000 cash prize but the first 1,000 entrants will receive free stock from the Kellogg's Better for You Snacks range. We'll also have weekly winners until November, so there's plenty of opportunities to grab some extra stock."

Products included in the competition are: Pringles snack cans (40g and 70g) and Kellogg's Better for You Snacks (Special K, Special K Protein Bars, Rice Krispies Squares, Nutri-Grain Bars, Cereal and Milk Bars, Nuts and More, Crunchy Nut Bars).

The first prize winner to receive £10,000 for their store will be announced in November plus weekly winners will receive 10 x cases of a selection of Pringles Snack Cans and Kellogg's Better For You Snacks throughout the competition.

Full terms and condition can be found at [www.kelloggsvantage.com/snacksofcash](http://www.kelloggsvantage.com/snacksofcash)

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**NOTES TO EDITORS**

For more information, please contact Kellogg's on 0161 869 5293  
or [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)

### **Summary of Terms and Conditions**

GB only. 18+. Open to all independent and symbol group convenience retailers. Employer's permission required to enter. Open from 01.07.18 to 30.11.18. To enter, purchase any 4 x cases of Pringles Snack Cans (40 g or 70g) or Kellogg's Better For You Snacks (see full terms and conditions for full list of promotional items). Take a photo of your invoice/receipt and text it with the word SNACKS followed by your name to 88222. 1 entry per invoice/receipt. Entry by text only. Text charged at standard MMS rate. 1 x £10,000 cheque available to be won. First 1,000 entrants will receive 1 x case of Pringles 70g and 1 x case of Special K Protein. Winners will also be drawn weekly. Each weekly winner will receive 10 x cases of a selection of Pringles Snack Cans and Kellogg's Better For You Snacks. Subject to availability. Full terms and condition can be found at

<https://www.kelloggsvantage.com/snacksofcash>