

## **Kellogg's expands range of non-HFSS and high fibre cereals**

- Kellogg's launches Apricot, Blueberry and Plain flavours under its Wheats brand
  - The three non-HFSS cereals are available in stores now

Kellogg's is expanding its high fibre Wheats cereal range with the launch of three brand-new variants, including apricot, plain and blueberry.

As part of its decade long plan to improve its foods so that they are better for people, the community and the planet, Kellogg's has today announced it will be adding Apricot, Blueberry and Plain Wheats to its existing range of Frosted, Choco and Raisin Wheats.

All the new cereals are non-HFSS, high in fibre, contain 74% or more wholewheat and are low in fat and salt. The trio have been carefully developed at Kellogg's Manchester based factory, with the Apricot and Blueberry variants offering people just the right balance of flavour, with a crunchy wholewheat shell encasing a smooth fruit flavoured filling.

The new Wheats range is now available in Tesco and Morrisons stores nationwide with an RRP of £1.90<sup>1</sup>.

**Emily Dutton, senior brand manager at Kellogg's said:** "We know people look to companies like Kellogg's to help them make healthier choices in the morning which is why it is great to be growing our high fibre Wheats cereal range, with the introduction of three new non-HFSS options joining our existing range."

The launch of the three new Wheats cereals is part of Kellogg's 10-year plan to improve its food and invest in making its cereals healthier. Announced in May 2021, the plan includes a pledge to remove 10 per cent sugar and 20 per cent salt from its kid's cereal range by the end of 2022.

**Ends**

For further information please contact the Kellogg's press office on 0161 869 5293 or [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)

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<sup>1</sup> Pricing is at the discretion of the retailer