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Kellogg's launches brand-new healthy snack bars created by kids

Kellogg's has launched its first plant-based snack bar range created by kids for kids.

The cereal giant has expanded its W.K Kellogg by Kids range with the brand-new bars which are made with tasty fruit and veg, making them a perfect snack to satisfy hunger for little ones.

W.K Kellogg by Kids Bars come in two delicious flavours – Orange & Carrot and Strawberry, Raspberry & Beetroot. The tasty bars are made with wholegrain, contain no added sugar, no artificial colours or flavours and are a source of fibre. Each bar also contains less than 100 calories, continuing Kellogg's ongoing commitment to providing families with healthier choices.

Created by kids, for kids, the bars have been developed in collaborative workshops with 2,000 children and parents, ensuring the range was something parents would be happy to buy for their children and that kids would love.

W.K Kellogg by Kids Bars are now available in Morrisons stores nationwide – with more retailers soon to follow – at an RRP of £2.49¹ for a pack of five 22g bars.

The launch of W.K Kellogg by Kids Bars comes a year after Kellogg's launched its Multigrain Shapes cereal in the same range – the first mainstream children's cereal to be made with tasty fruit and veg.

Catriona Campbell-Voegt, nutritionist and Kellogg's UK wellbeing lead said: "So often, parents struggle when it comes to choosing healthy snacks for their children. Striking the right balance between something that's tasty and fun for children but also nutritious can be really difficult. That's why we've created a product both parents and kids will love.

"W.K Kellogg by Kids Oaty Bars are an afternoon snack parents can be confident giving to their children because of the health credentials. They're also a fun, tasty product which kids can enjoy."

Ends

¹ Pricing is at the discretion of the retailer

For further information or photography please contact:

Alex Murdey - mobile number / Rachel Leamon – 07960559120

RMS 0161 927 3131

alex.murdey@thisirms.co.uk / rachel.leamon@thisirms.co.uk