



KELLOGG'S PUTS KIDS IN CHARGE TO CREATE BREAKFAST CEREAL



- Kellogg's launches first breakfast cereal created by kids for kids and it contains fruit AND veg!
- NEW breakfast cereal is first children's cereal to include fruit and vegetables - offering a tasty breakfast for the whole family
- Comprised of a fun mix of shapes and natural flavours; apples stars, strawberry hoops, carrot and beetroot balls
- W.K Kellogg by Kids is plant-based and has no artificial colours, sweeteners or flavours

Kellogg's has launched a brand-new cereal created by kids for kids and it's set to mix up your breakfast choices in the mornings.



W.K Kellogg by Kids is the first children's cereal to include fruit and vegetables and comes in two tasty flavour variants that the whole family will love: Strawberry, Apple and Carrot and Blueberry, Apple and Beetroot.

Parents needn't worry about early morning moans when serving beetroot for breakfast as kids themselves were appointed as the tastemakers for W.K Kellogg's latest offering.

As parents often struggle to find a healthy breakfast option that their children enjoy eating, food developers chose to collaborate with kids and consult 'fussy eating' expert Ciara Atwell to create a tasty but nutritionally balanced option for the first meal of the day. Adding to the excitement, each cereal piece in the box will be a different shape and flavour – including stars, hoops and balls.

Brand-new W.K Kellogg by Kids contains no added sugar and has no artificial colours, sweeteners or flavours, continuing Kellogg's ongoing commitment to providing families with better choices in the morning.

A Kellogg's spokesperson said: *"We wanted to hear straight from those who would be eating the cereal and our kid's panel of experts knew exactly what they wanted when it came to coming up with this brand new breakfast cereal. It's fun and delicious - everything you'd expect kids to love but best part is that the whole family can enjoy it together."*

Ciara Atwell, founder of My Fussy Eater said *"Parent's often can't find nutritious breakfast options that their children actually enjoy eating, so Kellogg's involving*



kids in the creation of this cereal is a great idea and helps to introduce a balanced cereal for children and the whole family. As kids are becoming more experimental with their eating, the combination of flavours and shapes will keep things fun and exciting in the morning”

-ENDS-

Notes to Editors

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