

## **POP-TARTS ANNOUNCES PARTNERSHIP WITH NFL**

Two American icons are coming together, as Pop-tarts announces a multi-year partnership with the National Football League in the UK and Ireland.

The Kellanova owned snack brand is already synonymous with American football in the USA, as the title sponsor of the Pop-tarts Bowl\*. Now the 'Treat You Can't Beat' is bringing a taste of Americana to the UK, as an Official Sweet Snack Partner of the NFL in the UK and Ireland.

The collaboration will see Pop-tarts take centre stage at the upcoming 2025 NFL games in Dublin and London, with activations inside the stadiums and opportunities to sample the tasty, sweet treat.

Shoppers will also be able to see the partnership come to life in store, with a competition giving Pop-tarts fans the chance to win tickets to the 2025 NFL London games or must-have NFL merchandise prizes\*\*.

Pop-tarts has 1.3 million buyers in the UK and has seen a sales growth of 25 per cent over the last four years\*\*\*.

As well as launching this iconic American partnership, Pop-tarts has also introduced a tasty new flavour - Frosted Choco Orange. This delicious duo of indulgent chocolate and citrusy orange flavours are guaranteed to delight your taste buds, available in Sainsbury's, Tesco and Morrisons stores now.

**Holly Wright, Pop-tarts Brand Lead, said:** "Since launching in the USA over 60 years ago, taking inspiration from the Pop Culture movement of the day, Pop-tarts has become an iconic American snack. That's why becoming an Official Sweet Snack Partner of the NFL in the UK and Ireland felt like a strong fit. We're delighted to be bringing this exciting partnership and our delicious new Frosted Choco Orange flavoured Pop-tarts to UK and Ireland consumers."

"We're delighted to welcome Pop-tarts as the Official Sweet Snack Partner of the NFL in the UK and Ireland," said **NFL UK & Ireland General Manager Henry Hodgson**. "Pop-tarts is a dynamic, growing brand, and together we'll create exciting moments for fans as this partnership develops. We look forward to working closely with our new partner as we head into the season."

The 2025 NFL London games kick off on 5<sup>th</sup> October with the Minnesota Vikings playing against Cleveland Browns at Tottenham Hotspur Stadium. To enter the Pop-tarts competition and be in with a chance of winning tickets to the 2025 NFL London games and must-have NFL merchandise prizes\*\*, visit [PopTartsNFL.com](https://PopTartsNFL.com) to find out more.

**ENDS**

**Notes to Editor**

For further information on the Kellogg's snacks range visit [www.kelloggs.co.uk](http://www.kelloggs.co.uk)

\*The Pop-Tarts Bowl takes place at Camping World Stadium in Orlando.

\*\*GB only. 18+. Opens 00:00 01.09.25 and closes 23:59 10.10.25. T&C's apply. For full T&Cs visit: [Offers & Promotions | Kellogg's](#)

\*\*\*Source: Kantar 52 we 23rd March 25; Circana 52 we 17th May 25