

SNAP, CRACKLE AND POP TURN 90

Iconic breakfast cereal Rice Krispies, famous for its snap, crackle and pop, is celebrating its 90th birthday.

Today (13/11) household favourite Kellogg's Rice Krispies celebrates its 90th anniversary in the UK.

The breakfast cereal, which gave Jonathan Ross his TV debut in an advert in 1970 aged 10, first came to Britain from America on November 10, 1928.

Marketed as "the talking cereal" - because of the sound it made when milk was poured onto it - it was initially sold by door-to-door salesmen.

Within eight years Brits were devouring around 1.5 million boxes a year, forcing American cereal company Kellogg's to open a factory in Stretford, Manchester.

Even a brief halt in production during the rice shortage of the Second World War failed to slow its sales and now more than 20 million boxes are bought every year in the UK.

The much-loved household cereal has even been evolved to suit the nation's palette over the years, with salt reductions in the 1990s and sugar reductions earlier this year.

A spokesperson for Kellogg's said: "It's great to see Rice Krispies clock up 90 years on the nation's breakfast table and we don't think Snap, Crackle and Pop look that bad for their age either."

Rice Krispies were invented in Battle Creek, Michigan, USA, in the mid-1920s by William Keith Kellogg.

The popular Snap, Crackle and Pop characters first appeared in radio jingles in 1932 and a year later a gnome wearing a baker's hat appeared on the side of a packet introducing Snap to the British public.

The other two gnomes Crackle and Pop appeared with Snap in adverts and on boxes a few years later. Famous TV adverts include a jingle by the Rolling Stones in 1963.

For more information or images please contact the press office on pressoffice@kellogg.com or call on 0161 869 5293

Notes to editor:

Fun facts about Rice Krispies

- There are 18,000 individual grains of rice in each standard packet of Rice Krispies.
- Every puff of rice is made from a single grain of rice.
- More than 20 million packets of Kellogg's Rice Krispies are sold in the UK each year.

- Snap, Crackle and Pop the animated cartoon mascots for Rice Krispies, were created by illustrator Vernon Grant in the 1930s after the illustrated heard a singing commercial on the radio. The original gnome-like Snap! First appeared in 1933 on a package of Kellogg's Rice Krispies.
- An updated version of the elf-like Snap, Crackle, and Pop first appeared on pack in 1941.
- The trio appeared for the first time on television in 1960 and continued until the mid '00s.
- In 1963 The Rolling Stones famously recorded a short song for the Rice Krispies television advertisement.
- In New Zealand and Australia they are known as Rice Bubbles.

Do you know the science of the Snap, Crackle and Pop? When the rice grain is cooked it is filled with air. When milk is added, the Rice Krispies starts to absorb the milk, forcing the air inside to 'escape' and the wall break, creating the 'snap, crackle and pop'. If you look carefully enough you can also see air bubbles on the surface of the milk.

Rice Krispies timeline:

- 1928 – Rice Krispies (RK) introduced
- 1940 – Rice Krispies production at Stretford, Manchester began
- 1942 – Rice Krispies production ceased for the war
- 1951 – Rice Krispies back on market
- 1997 – Rice Krispies Squares introduced
- 1998 – Honey Rice Krispies introduced
- 2004 – Rice Krispies launch Muddles
- 2010 – Kellogg's reduces salt in Rice Krispies by 30 per cent
- 2011 – Kellogg's adds vitamin D to Rice Krispies
- 2018 – Kellogg's reduces the sugar in Rice Krispies by 20 per cent