

KELLOGG'S GETS RETAILERS MATCH READY FOR THIS YEAR'S FOOTBALL CELEBRATIONS

Kellogg's has teamed up with Panini to kick off this year's summer of sport instore with packs of 'Football Superstar Stickers' across its product range.

The promotional partnership will see three football stickers in each pack of Rice Krispies 700g, Kellogg's Coco Pops 720g, Kellogg's Corn Flakes 700g and Kellogg's Coco Pops Granola.

Shoppers are encouraged to go online and sign up for their own personalised football superstar poster, so families can create their dream team while enjoying their breakfast.

The collectables will also be available in multi-packs of Rice Krispies Squares marshmallow and chocolate, cereal and milk bars and Choco Bakes. The dynamic driving shoppers to buy two packs, enter the code online and 10 days later nine stickers will arrive in the post.

With 60 stickers in the range, including players such as Andre Gomes and Gareth Bale, families can start collecting across packs from May.

Kellogg's marketing manager, Sally Bonser, said: "We know that for many households the football season is a whole family event, therefore it is a great opportunity to bring football to life across our range and to the breakfast table.

"The partnership with panini offers great value for money for consumers during a period that can be expensive and merchandise-costly on families. We are excited to be teaming up with the retailers on exclusive deals, as we help drive real value in the category."

ENDS

Notes to Editor

Kellogg's dream team variety packs in Asda RRP: £3.

Rice Krispies Squares marshmallow and chocolate, cereal and milk bars and Choco Bakes: All RRP £1.99 and £1 on deal across all supermarkets.

For more information or images, contact the Kellogg's press office on 0161 869 5293 or email pressoffice@kellogg.com