**Trade Press Release**

**THEY’LL LEAVE YOU WANTING S’MORE - KELLOGG’S LAUNCHES S’MORES CHOCO AND MARSHMALLOW FLAVOUR POP TARTS**

Kellogg’s has today announced it will be adding a new S’mores Choco and Marshmallow flavour to its Pop Tarts range.

The new offering from Pop Tarts will be available from 16th February and can be found at Asda, Morrisons and Sainsbury’s as well as select discounters, at an RRP of £3.29.

Pop Tarts S’mores has been inspired by the iconic American campfire treat and follows on from the success of the launch of Pop Tarts Hot Fudge Sundae. The Hot Fudge Sundae variation of the popular snack has seen 76 per cent incremental sales to the range since its launch in 2022.¹

The S’mores flavour, which is currently the third most popular in the Pop Tarts range in the USA², combines the classic Pop Tarts pocket with a gooey chocolate and marshmallow centre.

**Sam Harper, Kellogg’s UKI snacks activation brand lead, said**: “After seeing the continued success of Hot Fudge Sundae Pop Tarts, we’re delighted to be adding a new flavour to the range. We can’t wait to hear what Pop Tarts fans make of the new variant.”

**-ENDS-**

Further information from the Kellogg’s press office on +44 161 869 5293 / pressoffice@kellogg.com

¹Kantar WPO data L52 weeks to 26th November 2023
²Nielsen IQ 52 w/e 20th Jan 2024.