

**Press Release**  
**MARCH 2023**

## **Kellogg's Crunchy Nut Granola is launching a new Barista Edition in Chocolate Mocha Flavour**

Kellogg's Crunchy Nut Granola is launching a new Barista Edition with a Chocolate Mocha Flavour.

The latest addition to Kellogg's Granola range is infused with an aromatic coffee flavour in each bite, with milk chocolate curls and sliced almonds and is naturally high in fibre with no artificial colours or flavours.

With Crunchy Nut holding the number one spot as Kellogg's biggest cereal brand<sup>1</sup> the expansion of the range has been inspired by a favourite flavour amongst coffee lovers.

Speaking about the launch, **Rui Frias, senior brand activation manager from Kellogg's UKI** said: *"We know coffee is one of the UK's favourite morning drinks. So, it seemed like the right next step for us to look into how we could combine the crunch of our Granola with the delicious flavour of coffee. We're proud of our tasty new Barista Edition and delighted to welcome it to the Crunchy Nut Granola range with the launch of our Chocolate Mocha Flavour. We are sure this will be a breakfast staple across the UK that coffee lovers won't be able to resist."*

Kellogg's Crunchy Nut Granola's new Barista Edition is available in Waitrose from next week, with other stores to follow, priced at £2.99<sup>2</sup> (380g pack).

This launch is the latest from the Crunchy Nut brand, following hot on the heels from Crunchy Nut Salted Caramel Flavour Twist that was introduced at the end of last year.

**-ENDS-**

**For more information, please contact the Kellogg's Press Office on 0161 869 5293 or email**

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### **Notes to Editor**

<sup>1</sup> IRI data L52WE to 29th Oct 22.

<sup>2</sup> Pricing is at the sole discretion of the retailer.

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