

UK's FIRST EVER *Bluey* cereal to hit supermarket shelves

- Kellogg's adds *Bluey Multigrain Cereal* to its children's range
- Partnership with TV sensation, *Bluey*, marks its cereal debut in the UK
 - The new cereal is non-HFSS and high in fibre
- Available in Tesco and One Stop from May, before rolling out across other major retailers from July



1st May 2025: Kellogg's has today announced the latest addition to its family cereal range, with families able to get their hands on the first ever Bluey cereal in the UK from next month.

The launch marks an exciting first for the loveable international TV sensation, Bluey, which will be making its UK cereal debut through a partnership between Kellogg's and BBC Studios – bringing a bowlful of fun and adventure to families at breakfast time.

Bluey Multigrain Cereal is non-HFSS, high in fibre and contains no artificial colours or flavourings. The new cereal is a source of vitamins B1, B2, niacin, B6, B12, D, iron and folic acid.

Kellogg's remains committed to providing families with choice in the morning, with all of its children's cereals being non-HFSS, including the latest Bluey Multigrain addition.

Shoppers can get their hands on the first ever *Bluey* cereal in the UK exclusively in Tesco and One Stop from May, before it rolls out to other major retailers from July onwards.

The pack also features games and online Bluey resources for Bluey fans to enjoy.

Lejla Damon, Senior Brand Activation Manager, Kellogg's, says: "We are bringing the fun and adventure to breakfast with the first ever Bluey cereal in the UK. Working with BBC Studios supports a new growth era for our iconic cereal brands and the category by delivering a world-class partnership to excite our customers and consumers. Who better, than the smash-hit Bluey, to reinforce Kellogg's position as the 'OG' of breakfast.

Following its debut in Australia in 2018, Bluey landed on Disney+ in the UK in October 2020. It then made its free-to-air premiere on CBeebies in April 2021. Since then, the hugely popular animated TV series has firmly established itself as the no.1 kids' content brand in the UK, and its licensing portfolio continues to expand as a result of that success. For instance, in 2024 in the UK alone, Bluey hit 12.8 billion viewer minutes in 2024 across BBC and Disney+ combined, and reached 15.4 million individuals in the UK too¹.

Each 350g pack has a recommended retail price of £3.50.

ENDS

Notes to editor

¹ BBCS Global Insight BARB/TechEdge/AdvantEdge. UK audiences aged 4+, all channels, all platforms, 2023-2024. Date run on: 17/01/25.

For further information on Bluey Multigrain Cereal, please visit www.kelloggs.co.uk

About Bluey

The series follows Bluey, a loveable, inexhaustible, Blue Heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun.

Bluey is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government. BBC Studios Kids & Family hold the global distribution and merchandise rights.

In Australia, the show is broadcast on ABC. The series airs and streams to U.S. and global audiences (outside of Australia, New Zealand and China) across Disney Channel, Disney Jr. and Disney+ through a global broadcasting deal between BBC Studios Kids & Family and Disney Branded Television.

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About Ludo Studio

Ludo Studio is a BAFTA, multi-Emmy®, Logie and Peabody award-winning Australian studio and one of TIME's Most Influential Companies of 2024, that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. ludostudio.com.au

About BBC Studios Brands & Licensing

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands - including Doctor Who and Bluey - with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.

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