

Trade Press Release

All treats and no tricks as Kellogg's rebrands Rice Krispies 'Scares'

Kellogg's has introduced a limited-edition, spook-tacular change to the packaging of Rice Krispies Squares. The popular brand will be renamed 'Rice Krispies Scares' for the first time ever in celebration of Halloween.

The limited-edition offering will come in Chewy Marshmallow (pack of four & pack of eight) and Delightfully Chocolatey (pack of four). The new packaging will feature a haunted house backdrop as the launch from Kellogg's combines the two classic, well-loved flavours with the spookiness of Halloween.

The limited-edition design is available now in all major supermarkets, Co-op and discounters¹.

Rice Krispies Squares is the leading snacks brand in the treat segment², with 2.9 million households purchasing them every year in the UK³.

Sam Hannah, assistant brand activation manager said: "Halloween is one of the biggest events for retailers in the UK. The addition of our limited-edition Rice Krispies Scares over this period is something we're really excited about and we're sure that Squares fans will love our new packaging."

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

¹ Pricing is at the sole discretion of the retailer and may vary

² Data Source: IRI WS UK P4 23 MAT

³ Data Source: Kantar March 52 w/e 2023