

KELLOGG'S CRUNCHY NUT HOT HONEY DELIVERY SERVICE RELEASE

FOR IMMEDIATE RELEASE

PETE WICKS TURNS UP THE HEAT ON BREAKFAST Milkman Pete Wicks Rolls Out the UK's First Swicy Delivery Service in His Very Own Milk Float

- Britain's love affair with spice is heating up, with nearly three-fifths (58%) enjoying spicy food and 12% actively preferring it *very* spicy.
- That appetite for heat is extending into the morning routine, too - more than a quarter of Brits (28%) say spice beats coffee as a wake-up, rising to over half of Gen Z (53%).
- Leading the charge are Gen Z breakfast eaters, with almost three-quarters (74%) keen to try something new and more than three in five (63%) eager to experiment with a "swicy" start to the day.
- Tapping into the trend, Pete Wicks launches the UK's first-ever Swicy Breakfast Delivery Service, stepping into the role of Britain's boldest breakfast milkman.
- Arriving in a classic milk float, Pete kicks things off by delivering new, limited edition Kellogg's Crunchy Nut Hot Honey Crunchies - the brand's first-ever sweet-meets-spicy cereal.
- The cereal is paired with fresh milk from Bidlea Dairy Farm, produced by Holstein-Friesian cows. Like all cow's milk, it is naturally rich in casein - the primary milk protein - which contributes to milk's creamy texture and balance when enjoyed alongside spiced flavours.*



Hi-res imagery and video can be downloaded here [\[Google Drive\]](#)

Britain's appetite for heat is rising fast - and breakfast is next in line. New research reveals that two in five Brits (43%) are actively looking for more exciting flavours, with Gen Z firmly leading the charge. Almost three-quarters of Gen Z breakfast eaters (74%) say they're keen to try something new, and more than three in five (63%) are eager to experiment with a "swicy" start to the day.

That curiosity is already turning into action, with 16% of Gen Z saying they've adopted a spicy breakfast habit in the past 12 months, compared to just 2% of Boomers.

The research also reveals how Brits are turning up the heat at breakfast, with hot honey leading the way as the most popular spicy topping (39%), followed by hot sauces (32%) and chilli flakes (29%).



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Eggs (38%), breakfast wraps (33%) and hash browns (29%) are among the breakfast staples most likely to be given a fiery upgrade, showing how bold flavours are increasingly making their way into the nation's morning routine.

The shift is already changing morning routines, with just over four in ten Brits (42%) saying a spicy breakfast makes them feel more awake, a third (33%) believing it improves their morning mood, and more than a quarter (28%) even claiming it wakes them up better than coffee - rising to over half of Gen Z (53%). In fact, six in ten (61%) of those who eat spicy food say it helps them feel more awake for the day ahead. London has emerged as the nation's ultimate spice hotspot (71%).

Yet despite the growing appetite for bold flavour, breakfast remains stubbornly predictable. Nearly a third of Brits still eat the same breakfast every day (32%), with convenience trumping creativity. More than two fifths (44%) admit they usually grab whatever's quickest, while nearly a quarter say they're either too tired to think creatively before 9am (24%) or prefer to play it safe (31%), meaning exciting flavour rarely makes it into the breakfast bowl.

To help turn up the heat, TV personality Pete Wicks steps into the role of Britain's boldest breakfast milkman to officially launch the UK's first-ever Swicy Breakfast Delivery Service. Arriving in a classic milk float, Pete kicked things off at BOXPARK Shoreditch this morning (Wednesday 21 January), surprising breakfast lovers with new Crunchy Nut Hot Honey Crunchies - with deliveries of the cereal also rolling out to key locations across the UK.

Each delivery pairs the limited-edition hot honey cereal with fresh milk from Bidlea Dairy Farm's award-winning Holstein-Friesian cows. Like all cow's milk, it is naturally rich in casein - the primary milk protein - contributing to milk's creamy texture and balance when enjoyed alongside spiced flavours. The Swicy Service aims to give cereal lovers the confidence to break free from their breakfast routines this January.

The service follows the huge reaction to the brand's new swicy flavour, announced in December 2025, which sent social media into overdrive with thousands keen to try something sweet and spicy first thing in the morning. With interest soaring, Crunchy Nut has launched the service to give the nation an easy way to spice up their breakfast.

The nation is also getting braver at breakfast, with a quarter of Brits (25%) saying the start of the year leaves them craving more exciting and unexpected flavours. While most say their spice habits have stayed the same over the past year (74%), more than one in seven (15%) are now more inclined to include spice in their food - rising sharply to 36% among Gen Z.

Britain's love of spice clearly goes far beyond breakfast. The research shows most people get their "spice fix" from curries (75%), followed by chilli sauces and oils (60%). Mexican dishes such as tacos (46%) and spicy snacks (46%) also feature heavily, while noodles and ramen round out the list (43%).

Pete Wicks said: *"Who knew Brits were this obsessed with spice? I love it. We've been playing it safe at breakfast for way too long, so a little sweet heat first thing feels like exactly what the country needs. Getting to rock up as a milkman and help launch the Swicy Breakfast Delivery Service has*



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been a right laugh - and if it gives people the guts to try something a bit different in the morning, we've done our job."

A spokesperson for Crunchy Nut said: *"Our research shows the nation is genuinely excited by the idea of spice at breakfast, and Crunchy Nut Hot Honey Crunchies bring that burst of flavour in a way that's fun, surprising and totally delicious. With Pete helping us launch the Swicy Breakfast Delivery Service, we're giving people the confidence to try something a little bolder to start their day."*

And if you missed Pete, there's still a chance to get involved. Breakfast lovers in London and Manchester can follow @kelloggs.uki on Instagram and send a DM to request their own Swicy Breakfast Delivery, for the chance to receive one of 50 limited-edition Crunchy Nut breakfast drops. Full terms and conditions apply.

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Notes to Editors

Research conducted by OnePoll from 6-8 January 2026, based on a nationally representative sample of 2,000 UK adults.

**Milk from Bidlea Dairy Farm comes from Holstein-Friesian cows, a classic dairy breed widely used for high-quality milk production. Like all cow's milk, it is naturally rich in casein, which makes up around 80% of total milk protein. Casein contributes to milk's smooth texture and performance in cooking, particularly in rich or spiced dishes. <http://bidleadairy.co.uk/>*

TERMS & CONDITIONS

18+. UK residents only. Greater London and Greater Manchester only (postcode restrictions apply). No purchase necessary. Promotion opens 21 January 2026 - 2 February 2026, or until all 50 prizes are allocated. To participate, follow @kelloggs.uki on Instagram and DM to request a Swicy Breakfast Delivery. Prizes allocated on a first-come, first-served basis, subject to eligibility and availability. Each prize consists of 1 x 420g Kellogg's Crunchy Nut Hot Honey Crunchies cereal and 1 x 500ml milk. Delivery to UK residential addresses only; recipients must be available to accept delivery where required. Non-transferable, no cash alternative. Kellogg Europe Trading Limited. Full T&Cs apply.