

Kellogg's adds limited edition Rice Krispies Squares flavour to snacking line-up for Easter



9th January: Kellogg's has announced the launch of a new limited-edition Rice Krispies Squares on the run up to Easter - *Crushed Mini Eggs & Chocolate Flavour*.

Shoppers can get their hands on this eggs-cellent new flavour from the start of January, available in Tesco stores.

The Easter inspired flavour will be available as a pack of four bars and has a recommended retail price of £2.25*.

This new edition of Kellogg's Rice Krispies Squares delightfully combines the classic crunch of Rice Krispies cereal with a delicious chocolatey syrup, a crushed mini eggs topping and a chocolatey drizzle to finish it off.

Each bite is the perfect mix of crispy, chewy, and Rice Krispies Squares' signature 'gooeyness' - textures that will have shoppers hunting them out to drop straight into their Easter baskets.

The Rice Krispies Squares brand is going from strength to strength having grown every year for the last five. And, that growth momentum continues in 2025 as 52 w/e value sales are up 10% on squares**.

Holly Wright, Senior Brand Activation Manager, said: “Squares fans love discovering new flavours, and this Spring we’re thrilled to introduce our very first Easter-inspired Rice Krispies Squares. Featuring the perfect blend of rich chocolate and crunchy crushed mini eggs, this limited-edition treat is set to create excitement in-store and deliver a burst of joy to shoppers’ taste buds.”

-Notes to editors-

*Pricing is at the sole discretion of the retailer

**Source: *Unify All outlets GB 52 w/e 1ST Nov 2025*