

**Press Release – January 2023**

**Kellogg's brings something new to the breakfast table with Coco Pops Chocos**

- Coco Pops Chocos is non-HFSS (non-high in fat, salt sugar) and contains no artificial colours or flavours

Coco Pops just got a whole lot crunchier, as Kellogg's launches a new addition to the range – Coco Pops Chocos.

Cereal lovers will be able to get their hands on the new Coco Pops Chocos in Sainsbury's and Iceland stores nationwide from this week. It will be available in all other major supermarkets over the coming months.

This latest launch from the cereal giant offers a treat for the senses with curved, crunchy shells but the same recognisable chocolatey taste of the Coco Pops brand and no artificial colours or flavours.

Kellogg's cereal experts developed the new addition at the business' Manchester based factory, resulting in a new breakfast option that [Similar to Coco Pops Original, its can](#) has Coco Pop's magical way of transforming milk into a chocolatey swirl.

**Amalia Diamanti, food designer at Kellogg's, said:** *"We are thrilled to launch new Coco Pops Chocos. The cereal brings a light crunch to breakfast time, and we hope kids and grown-ups alike will enjoy the latest addition to our Coco Pops range."*

Since 2017, Kellogg's has reduced sugar in Original Coco Pops by 50 per cent to help families make healthier choices in the morning<sup>1</sup>. Coco Pops now has half the sugar it did six years ago.

The original variety, as well as this new Coco Pops Chocos, are classed as non HFSS (non-high in fat salt sugar) cereals.

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

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<sup>1</sup> Rounded to nearest 10 per cent. Sugar has been reduced by 43 per cent vs previous recipe in 2017.