

Kellogg's introduces new Rice Krispies Multigrain Shapes variant

Kellogg's is expanding its Rice Krispies Multigrain shapes range with the launch of a new Honey flavour.

As part of its decade long plan to improve its foods so that they are better for people, the community and the planet, the new non-HFSS children's cereal will be joining Rice Krispies Multigrain Shapes Strawberry & Apple and Original.

The Rice Krispies brand can be found in almost four million households¹, with Rice Krispies Multigrain Shapes having grown by 18% in 2022², meaning there is already a large audience of shoppers the cereal giant hopes to reach through updates to the range.

The new addition to the range forms part of Kellogg's drive to help families make better choices in the morning. Rice Krispies Multigrain Shapes Honey is non-HFSS, contains 30% less sugar³ and is high in fibre, making it a great cereal to kick-start families' mornings.

The new cereal is now available in Sainsbury's and Co-op stores nationwide with an RRP of £2.99⁴. It will be rolling out into all other major supermarkets over the coming months.

Lejla Damon, Kellogg's shopper marketing manager, said: "Rice Krispies is an iconic brand and we wanted to update our range of Rice Krispies Multigrain Shapes to offer families a broader range of non-HFSS children's cereals."

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For further information please contact the Kellogg's press office on 0161 869 5293 or pressoffice@kellogg.com

¹ Kantar Total Market 52we

² UK IRI, value sales YTD P13 2022. +20% units sold vs last year

³ 30% less sugar on average than other honey flavoured cereal shapes. IRI UK Dec 2021.

⁴ Pricing is at the sole discretion of the retailer.