

EMBARGOED UNTIL WEDNESDAY 18TH JULY

NEW RECIPE COCO POPS WITH 40 PER CENT LESS SUGAR HITS SHELVES

Sugar in Kellogg's Coco Pops, one of the best-selling cereals in the UK, has been slashed by 40 per cent (from 30 grams per 100g to 17 grams)*.

This is following a reduction of 14 per cent last year, meaning that from 2017 to 2018, Kellogg's will have halved the sugar in Coco Pops.

The new recipe, on shelves this week, now includes a more premium cocoa powder and no artificial preservatives or sweeteners. Kellogg's Coco Pops now has 30 per cent less sugar than other chocolate flavoured cereals*.

New Kellogg's Coco Pops also has 10 per cent less salt and 50 per cent of your daily vitamin D needs.**

It's proved to be a hit with kids – taste tests showed nearly 85 per cent of kids loved the lower sugar recipe just as much as the old one***.

This change in recipe is part of Kellogg's Better Starts plan to overhaul its cereals and help families make healthier choices.

New recipe Kellogg's Coco Pops is available in major supermarkets across the UK from this week.

ENDS

Notes to editors

*Rounded to nearest 10%. Sugar has been reduced by 43% vs previous recipe in 2017. Kellogg's Coco Pops has 30% less sugar on average than other chocolate flavoured toasted rice cereals. IRI UK 2017. www.cocopops.com

**Coco Pops contains 50 per cent of your daily vitamin D nutrient reference value.

***MMR Research Worldwide, March 2018, UK. Sample size: 117 children and 117 parents.

For images or more information, please contact the Kellogg's Press Office on 0161 869 5293 or email pressoffice@kellogg.com