

UNDER STRICT EMBARGO – 00.01AM Thursday 16th January 2020

QUINOA KIDS

NEW STUDY REVEALS EVOLUTION OF BRITISH PALETTE AS GEN Z

CHOOSE AVOCADO & QUINOA OVER CAKE & BISCUITS

- NEW research from Kellogg's reveals over two-thirds of kids (**66%**) have a more varied diet than their parents had - with the likes of oat milk, avocado and quinoa amongst the foods soaring in popularity since the 1980s
- Healthy choices largely lead the way as apple (**52%**) tops list of snacks kids are most likely to request from their parents - blueberries, strawberries and carrots also high on the list while biscuits and cake lag behind in **11th** and **14th** place
- **57%** of parents say their child eats more fruit and vegetables than they did when they were young – and **one third** of kids eating vegetables with almost every meal
- Kellogg's commissioned the survey to celebrate the launch of W.K Kellogg for Kids - the first breakfast cereal to feature fruit and veg, designed by kids for kids and the family

Sushi, soy milk, and avocado are now staples of British children's diets - according to a brand new study which shines a spotlight on the evolution of the national palette.

To celebrate the launch of W.K Kellogg by Kids, a new breakfast cereal designed by kids for kids, Kellogg's has commissioned a study of 2,000 British millennial parents – and revealed that two thirds (**66%**) of British parents believe their child has grown up eating a more varied diet than they did.

The more unusual foods rising most in popularity between generations include sweet potato (**+42%**), avocado (**+24%**) and quinoa (**+21%**).

TOP TEN FOODS THAT HAVE SOARED IN POPULARITY FOR A NEW GENERATION (% DIFFERENCES BETWEEN CHILDREN AND PARENTS)

1. Sweet potato (**+42%**)
2. Blueberry (**+35%**)
3. Mango (**+29%**)
4. Passionfruit (**+25%**)
5. Avocado (**+24%**)
6. Quinoa or cous cous (**+21%**)
7. Alternative milk (**+20%**)
8. Olives (**+16%**)
9. Asparagus (**+15%**)
10. Kale (**+14%**)

Surprisingly, British children are increasingly choosing the healthy option when it comes to food - with apple (52%), strawberries (48%) and carrots (29%) amongst most popular snacks. In fact, 53% of parents state that their children are making healthier food choices than they did at their age.

Additionally, UK kids are increasingly taking over the family kitchen - with **9 in 10** choosing to take charge over mealtimes and what they eat. Research shows up to **86%** of children are actively asking to try new foods they haven't tried previously.

The culinary revolution that has occurred over the last three decades has also led to British children enjoying a far wider variety of global foods compared to their parents – with research showing a dramatic **126%** increase in children under 9 years old enjoying avocados as a staple of their diet compared to 30 years ago.

Some things never change however, with cereal topping the list for best breakfast across both generations. 89% of kids would still pick a bowl of cereal for breakfast over trendier options such as avocado toast (**6%**) or a smoothie bowl (**15%**).

The huge rise in plant-based diets has made an impact here though also. The research reveals that eco and health conscious British youngsters are **400%** more likely to have tried a milk alternative with breakfast – such as oat, almond or soy – than their parents would have at their age.

Leading UK nutritionist Laura Clark worked with the Kellogg's team on the newly released research explained the nations changing taste buds: **TO BE ADDED**

In light of the new research, Kellogg's appointed kids as the tastemakers to design and create their latest breakfast offering.

W.K Kellogg by Kids includes a variety of Generation Z's favourite flavours such as, strawberries, blueberries, carrots and apples, with the latter now topping the list of British children's favourite snacks, over biscuits and cake which come in at **11th** and **14th** place respectively.

A Kellogg's spokesperson said: *"It's amazing to see the changing tastes of the UK, especially coming from the younger generation. Our kid's panel of experts knew exactly what they wanted when creating with this brand new breakfast cereal and it's everything you'd expect kids to love – healthy, delicious and fun."*

The study of 2,000 parents with children of school age was commissioned by Kellogg's to celebrate the launch of new W.K Kellogg by Kids, a delicious new breakfast cereal designed by kids, for kids. W.K Kellogg by Kids offers two tasty fruit and vegetable flavours for the whole family to enjoy: strawberry, apple and carrot or blueberry, apple and beetroot.

On shelves from January 2020, W.K. Kellogg by Kids has been created as part of Kellogg ongoing commitment to providing families with better choices in the morning.

-ENDS-

For more information or to request an interview with expert Laura Clark, please contact Lucy Turner LT@taylorherring.com / 0208 206 5151

Notes to editors:

About experts

About Laura Clark - BSc RD PgCert - Freelance Registered Dietitian and Nutritionist

Laura regularly contributes to the media. TV appearances include BBC Breakfast, ITV1's "The Biggest Loser" and BBC2's "Further Back in Time for Dinner".

Her project for BBC 1 entitled "Lose Weight for Love" featuring Professor Tanya Byron and Professor Paul Dolan considered the links between food choices, habits and our minds! (BBC1 May-June 2016)

"Further Back in Time for Dinner" which aired in 2017 delved into current diet trends with the time travelling Robshaws!

Her latest appearance for the BBC in 2018 saw her team up with Ainsley Harriott to explore eating habits and the nutritional needs of the older generation in "Holding Back the Years".

About WK Kellogg by Kids

W.K Kellogg by Kids is available in two flavours, Strawberry, Apple and Carrot, and Blueberry Apple and Beetroot. Food developers at Kellogg's have collaborated with children, and parents, to create this unique fruit and vegetable cereal. The company also worked with the author of 'Fussy Eater,' Ciara Attwell to ensure the new food strikes the right balance between health and taste.

W.K Kellogg by Kids consists of a mix of fun shapes – stars, hoops and balls – that are naturally coloured and flavoured using fruit and vegetable juice concentrates and powders. The new cereal contains no artificial colours, sweeteners or flavours and is high in fibre and vegan.