

## **KELLOGG'S REINVENTS SPECIAL K CEREAL BARS**

Kellogg's has overhauled the recipe and packaging of its Special K cereal bars as part of the company's Better Starts plan to help people make healthier choices.

In response to consumer feedback, Special K cereal bars are now bigger\* with wholegrain oats, whole fruit pieces and are fortified with vitamins B3, B6 and Folic Acid. The snacks also contain cereal crispies and wholewheat flakes for a lighter texture\*\*.

Since launching in November 2017, Kellogg's Better Starts plan has seen the company introduce a range of Special K Protein bars, reduce sugar and salt in its children cereals, remove artificial colours, change the way it promotes its food and double the amount of vitamin D in its cereal.

Special K's current cereal bars will be replaced by four new flavour variants; Juicy Red Berry, Milk Chocolate, Apricot & Sultanas, Dark Chocolate & Cranberries.

Each snack has a partially transparent wrapper to display the ingredients, such as wholegrain oats and fruit, to shoppers. The multipack boxes reassure health-conscious shoppers the bars have 'absolutely no artificial flavours, colours, preservatives or sweeteners'.

This year, Kellogg's will support Special K's cereal bar range with a £10m media plan, reaching over 4.5m people with its 'Powering You' advertising campaign through TV, social media and YouTube.

Kellogg's UKI marketing manager for wholesome snacks, Michelle Hammond, said: "When we announced our Better Starts plan back in November, we committed to finding new ways to help people make healthier choices.

"Special K is all about championing health, nutrition & better-for-you options. We've listened to feedback from our consumers and, instead of tweaking one or two ingredients, we've completely transformed the brand's core snack range.

"Shoppers are more ingredient-savvy than ever so, by simplifying the packaging, perfecting the recipe and supporting the launch with a £10m media investment, we're certain shoppers will be seeking out the new cereal bars on shelves."

Special K cereal bars are available to ship now and RRP at £2.49 for multipacks and £0.55 for singles.

\*Increased weight from 21.5g to 27g per bar.

\*\* Compared to previous Special K cereal bars recipe.

**ENDS**

For more information, please contact the Kellogg's Press Office on 0161 869 5293 or email [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)

## **About Kellogg's Better Starts Plan:**

We recognise that health is important to everyone but that we all can sometimes find it hard to ensure we eat the right things. So, we've listened and launched the Better Starts Plan.

### **Changes to Sugar in Kellogg's cereals:**

- Coco Pops Original will be reduced from 30g to 17g per 100g (July 2018)
- Rice Krispies Original has been reduced from 10g to 7.9g per 100g (Jan 2018)
- Rice Krispies Multigrain will be reduced from 21g to 15g per 100g (July 2018)

### **Changes to Salt in Kellogg's cereals:**

- Kellogg's has reduced salt in Rice Krispies Original by 10% in January 2018. The salt in Rice Krispies Multigrain Shapes will be reduced by 50% in July 2018
- That means since 1999, Kellogg's will have reduced the amount of salt in its foods in the UK by almost 60 per cent

### **Changes to the Kellogg portfolio and promotions:**

- Kellogg's stopped making Ricicles cereals in January 2018
- Kellogg's no longer put kids promotions on Frosties

### **Increasing vitamin D:**

- Kellogg's cereals now contain 50 per cent of people's daily Vitamin D needs (Nutrient Reference Value) per bowl (30g-45g serving), the highest fortification level across the cereal category:
- **Q1 2018:** Coco Pops Original, Rice Krispies (Original), Frosties, Corn Flakes, Crunchy Nut Corn Flakes, Special K Original
- **Q3 2018:** Bran Flakes, Sultana Bran, Fruit n Fibre, Rice Krispies Multi-Grain Shapes
- **Q1 2019:** Coco Pops all other variants, Disney cereals, Krave, Honey Loops