

SPECIAL K STRENGTHENS ITS OFFERING FOR 2019

Special K, the number one cereal health brand in the UK*, will help retailers reach health-conscious shoppers in 2019 with the launch of new Protein enriched cereals and a Special K Variety Pack.

The launches come following a year of growth for the brand; Special K Original and Special K Red Berries grew by 7.3 per cent in value sales and achieved 9.6 per cent growth in household penetration this year*.

New Special K Protein launches in January 2019 with two flavours; Berries, and Nuts. Both cereals have 12 per cent protein and are priced at £2.99 RRP.

To make space for Special K Protein, Special K Nourish packs will also carry a peel-back sticker, which reveals a unique voucher to be redeemed at all major retailers. Details of this are available on www.Kellogg.com.

The Special K Protein range will join the brand's best-sellers (Special K Original and Red Berries) in a new Variety Pack, priced at £1.79 RRP for a pack of four mini Special K cereals.

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Images available on request.

For more information, contact the Kellogg's press office on 016 1869 5293 or email pressoffice@kellogg.com

*IRI data YTD October 2018