

KELLOGG'S EXPANDS W.K.KELLOGG NO ADDED SUGAR RANGE

Kellogg's is bolstering its W.K.Kellogg range of No Added Sugar granolas in early 2019 by adding three more SKUs to the line-up.

A new fruit and vegetable granola will join the range; No Added Sugar Apple Raspberry & Carrot, along with a new No Added Sugar Cocoa and Hazelnut granola.

Tapping into the habits of shoppers keen to customise and add their own toppings to their breakfast cereals, a plain No Added Sugar Simply Granola will be offered at the lower price point of £3.49 for 570g vs £3.79 for the rest of range.

No Added Sugar Granolas are unique to W.K.Kellogg and helped secure the brand a value of £4.2 million in market, within nine months of launching earlier this year*.

The W.K.Kellogg range is completely vegan and contains no artificial colours or flavours.

The full line-up is made of No Added Sugar Granolas and Organic Wheats:

- No Added Sugar Granolas: Coconut Cashew & Almond, Simply Granola, Raspberry Apple & Carrot, Cocoa and Hazelnut
- Organic Wheats: Original, Raisin

Changes to the W.K.Kellogg range will be supported by digital and in-store promotions in early 2019.

TV ads will follow later in the year with further developments for NPD underway, including small W.K.Kellogg single-serve pouches.

ENDS

Notes to editors:

*IRI Data w/e August 2017

For more information, contact the Kellogg's press office on 0161 869 5293 or email pressoffice@kellogg.com

The full W.K.Kellogg range includes No Added Sugar Granolas and Organic Wheats:

- No Added Sugar Granolas: Coconut Cashew & Almond, Simply Granola, Raspberry Apple & Carrot, Cocoa and Hazelnut
- Organic Wheats: Original, Raisin

Images available on request.