

Press release: Trade media
December 2019

Kellogg's backs 'deskfasting' with portable toppers and smoothie range



Kellogg's is to move into portable granola smoothies and breakfast toppers to attract new shoppers looking for breakfast on the go.

The 'Kellogg to Go' range includes a Kellogg's Crunchy Nut hazelnut and chocolate granola smoothies bowl and a Special K protein granola smoothie bowl. There will also be three portioned toppers available, Kellogg's Crunchy Nut hazelnut and chocolate granola, Protein Special K Red berries and All-bran berry crunch.

The granola smoothie bowls (RRP £1.59) and toppers (RRP £0.60) will be available in stores from February.

The new portfolio follows occasions led data that shows Kellogg's consumers are looking for easier ways to have an early morning bite, breakfast at work or eat at their desks.

'Deskfasting' makes up 12 per cent of breakfast occasions. The new granola smoothie bowls are designed to be the complete on-the-go breakfast solution, with a simple just add water recipe.

The on-the-go foods will target two types of consumers, those looking for taste with Kellogg's Crunchy Nut and those looking for a healthier alternative with Special K and All-Bran.

The new toppings portfolio offers the opportunity to move out of cereal aisle and monopolise on growing food trends such as the £1.6billion yoghurts category – while expanding the relevance of cereal in out of home breakfast occasions.

Kellogg's activation brand lead UK, Aimee Cowan said: "Toppers are a growing trend, as these can be added to yoghurts, porridge and other morning goods. We think this will be a really great opportunity to extend Kellogg's footprint within breakfast occasions."

Speaking about the target consumer, Aimee added: "We hope by tapping into cereal on-the-go we will open Kellogg's up to a much broader demographic who are looking for the most convenient way to start the day with breakfast."

The new range follows the soft launch of Joybol in 2018 and will now be part of the portable portfolio.

ENDS

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

*Unweighted [weighted] Base: Eating Occasions among Age 4-70.