

# Kellogg's® Wild Berry Froot Loops® Flies Onto Shelves

## Kellogg's® Froot Loops®' first new flavor in 10 years shines bright with new star shape

BATTLE CREEK, Mich., May 15, 2018 /PRNewswire/ -- Kellogg's® Froot Loops® fans are in for a wild ride as new Kellogg's® Wild Berry Froot Loops® – the brand's first new flavor in 10 years, featuring both a new taste and shape – lands on shelves just in time for summer.

With a purple star joining a new berry-inspired mix of red, blue and green iconic loops, new Wild Berry Froot Loops delivers on top flavor preferences – sweet and fruity – by perfectly balancing tangy and sweet berry flavors to create a cereal that will have fans going wild from the moment its delightful aroma tickles their nose.

"Our colorful loops are both beloved and iconic, and now fans will have a new way to do 'Whatever Fruits their Loops' throughout the day," said Teresa Lindsey-Houston, Senior Marketing Director for Kellogg's Morning Foods. "New Kellogg's Wild Berry Froot Loops delivers a wild new fruity taste experience that bursts from the box, no matter when or where it's opened."

This new flavor is just a taste of the colorful experiences to come, as AWAYTOMARS X Froot Loops will offer fans even more ways to express "Whatever Fruits Your Loops" with a new fashion capsule collection inspired in part by the new Wild Berry Froot Loops – and co-created by fans – debuting later this summer.

New Kellogg's Wild Berry Froot Loops will be available nationwide at all major retailers and grocery stores where breakfast foods are sold, with a suggested retail price between \$4.69 and \$5.79.

For more information on the cereal, checkout [www.kelloggs.com](http://www.kelloggs.com) and follow Froot Loops on [Facebook](#) and [Instagram](#).

### About Kellogg Company

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include *Pringles®*, *Cheez-It®*, *Keebler®*, *Special K®*, *Kellogg's Frosted Flakes®*, *Pop-Tarts®*, *Kellogg's Corn Flakes®*, *Rice Krispies®*, *Eggo®*, *Mini-Wheats®*, *Kashi®*, *RXBAR®* and more. Net sales in 2017 were approximately \$13 billion, comprised principally of snacks and convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating three billion Better Days by 2025 through our [Breakfasts for Better Days](#) global purpose platform. Visit [www.KelloggCompany.com](http://www.KelloggCompany.com) or [www.OpenforBreakfast.com](http://www.OpenforBreakfast.com).

### SOURCE Kellogg Company

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