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 Froots 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 Froots 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 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 <u>Breakfasts for Better Days</u> global purpose platform. Visit www.OpenforBreakfast.com.

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For further information: Media Hotline, Kellogg Company, 269-961-3799, Media.hotline@kellogg.com; or Carly Paull-Baird, 312-240-2956, Carly.Paull-Baird@krispr.com

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