

Go Bananas For The Latest Addition To The Kellogg's Raisin Bran® Line-up

Kellogg's Raisin Bran® with Bananas adds breakfast fruit favorite to your cereal bowl with real banana slices

BATTLE CREEK, Mich., Jun. 6, 2018 /PRNewswire/ -- Hitting shelves now, new *Kellogg's Raisin Bran® with Bananas* includes real, delicious slices of bananas, the No. 1 breakfast fruit choice among consumers¹. A top-requested flavor from *Kellogg's Raisin Bran®* fans², new *Kellogg's Raisin Bran with Bananas* is a soon-to-be morning routine staple, as it adds a new fruit twist on a traditional favorite.

"We're committed to providing the tasty and nutritious food options our consumers want," said Sam Minardi, Marketing Director for *Kellogg's* Morning Foods. "So, we looked to consumer requests and preferences for our newest addition to the *Kellogg's Raisin Bran* lineup, and both led us to *Kellogg's Raisin Bran with Bananas*"

For fans craving a breakfast that is wholesome yet convenient and delicious, *Kellogg's Raisin Bran with Bananas* provides real fruit and a good source of potassium in every bowl. The addition of real banana slices is a simple, sweet complement to the crispy bran flakes, sun-ripened raisins, and whole grains and fiber *Kellogg's Raisin Bran* lovers enjoy.

Kellogg's Raisin Bran with Bananas is being released now at all major retailers and grocery stores where breakfast foods are sold for a suggested retail price of \$3.99. For more information on the new cereal, visit www.Kelloggs.com.

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](http://www.KelloggCompany.com) global purpose platform. Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

¹ NPD Eating Patterns in America 2017, Sept. 2017

² Datassential Trend Adoption Testing, Dec. 2016

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