WK Kellogg Mediaroom

# Kellogg's® Beloved Honey Smacks® Cereal Returns To Shelves

**Fan-favorite cereal is back and as delicious as ever**

BATTLE CREEK, Mich., Oct. 22, 2018 /PRNewswire/ -- Fans of *Kellogg's® Honey Smacks®* can rejoice as the beloved cereal begins rolling back on to U.S. shelves next month in limited quantities. The brand is also releasing the cereal with a simpler, updated recipe, while still delivering deliciously sweetened, honey-flavored puffed wheat cereal – making this one tasty treat fans can't wait to get their hands on.

"Since its introduction in 1953, *Honey Smacks* has been a favorite staple in families' pantries," saidChris Stolsky, Associate Director of Marketing for *Honey Smacks*. "It has a deliciously sweet flavor you can look forward to every morning and we're excited to relaunch the beloved cereal to our loyal fans this fall."

*Honey Smacks* cereal production was moved for this relaunch to a trusted and tested*Kellogg*-owned facility that has been reliably producing the cereal for decades. Available nationwide with a suggested retail price between $2.99 and $3.99, look out for the return of this fan-favorite cereal, clearly labeled with "New Recipe" in the top left corner on front of the box.

To learn more about the *Kellogg's® Honey Smacks®*, visit 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 global purpose platform. Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

SOURCE Kellogg Company

For further information: Kellogg Company Media Hotline, 269-961-3799, Media.hotline@kellogg.com

---

Additional assets available online: Photos (1)

https://newsroom.wkkellogg.com/2018-10-22-Kelloggs-R-Beloved-Honey-Smacks-R-Cereal-Returns-To-Shelves