

Kellogg's® Introduces A Sweet New Twist On A Fan-Favorite With New Strawberry Krispies®

Kellogg's® Rice Krispies® debuts first new flavor in more than 10 years

BATTLE CREEK, Mich., Dec. 4, 2018 /PRNewswire/ -- This January, Kellogg's® Rice Krispies®, the beloved brand that snaps, crackles and pops, will roll out its first new flavor in more than 10 years – Kellogg's Strawberry Krispies®.

"Our fans are explorers who constantly seek new varieties, flavors and possibilities," said Chris Stolsky, Associate Director of Marketing for Rice Krispies. "We are introducing Strawberry Krispies to give them just that, a new cereal with endless moments of goodness packed in each bite."

Strawberry Krispies delivers on one of fans' top flavor preferences by pairing the simplicity Rice Krispies are known and loved for with a delicious new natural strawberry flavor. Additionally, fans will be excited to know that the process of making the new Strawberry Krispies cereal is as straight-forward as the flavor itself. It all starts with a single grain of rice, which is cooked, dried, flattened and puffed to perfection. The puffed rice cereal is then coated with flavor, ensuring that each bite of new Strawberry Krispies delivers a delightful burst of simple, strawberry flavor.

From the moment its delightful aroma meets your nose, down to the last sip of strawberry-flavored pink milk in your bowl, new Strawberry Krispies is a delicious experience the entire family can enjoy. Plus, with its new pink color, Strawberry Krispies also offers even more treat-making possibilities, just in time for Valentine's Day.

New Kellogg's Strawberry Krispies will be available nationwide at all major retailers and grocery stores where breakfast foods are sold, with a suggested retail price between \$3.99 and \$5.69.

For more information on the cereal, check out www.ricekrispies.com and follow Rice Krispies on Pinterest.

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 the end of 2025 through our [Breakfasts for Better Days](http://www.KelloggCompany.com) global purpose platform. Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

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