

# Kellogg's® Cracks The "Honey-Nut" With New Honey Nut Frosted Flakes™

Latest addition to Frosted Flakes family adds another top-requested flavor to the beloved line-up

BATTLE CREEK, Mich., Dec. 11, 2018 /PRNewswire/ -- Calling all *Kellogg's Frosted Flakes*® lovers! This January, fans will have one more way to enjoy the iconic cereal as new *Kellogg's® Honey Nut Frosted Flakes™* lands on shelves nationwide.

With honey-nut among the top-rated flavors for adults and kids alike, *Kellogg's* took their time testing more than 50 flavor combinations to create a new cereal the whole family could enjoy from their first crunchy bite to the final sip of leftover sweet milk.

"*Honey Nut Frosted Flakes™* was a tough nut to crack. We knew our fans would be excited for this flavor and we're too," said Brant Wheaton, Senior Brand Manager for *Frosted Flakes*. "It was such a fun challenge to combine the two well-known flavors of honey-nut and *Frosted Flakes* to make something completely unique and quite frankly, g-r-reat."

The final *Honey Nut Frosted Flakes* flavor perfectly complements the toasted corn flakes fans know and love with a blend of real honey, brown-butter notes, and nutty flavor, all while maintaining a long-lasting crunchy texture.

*New Honey Nut Frosted Flakes* joins the *Kellogg's Frosted Flakes* line-up of original, *Cinnamon Frosted Flakes™*, *Chocolate Frosted Flakes™*, and *Kellogg's Frosted Flakes® with Marshmallows*. The cereal will be available nationwide at all major retailers and grocery stores where breakfast foods are sold and will come in two sizes: 13.7oz and 24.5oz with a suggested retail price of \$3.99 and \$5.49, respectively.

For more information on the cereal, checkout [www.kelloggs.com](http://www.kelloggs.com) and follow *Frosted Flakes* on [Facebook](#) and [Twitter](#).

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

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