

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, check out 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 or www.OpenforBreakfast.com.

SOURCE Kellogg Company

For further information: Media Hotline: Kellogg Company, 269-961-3799, Media.hotline@kellogg.com; Liz Bitzer, 312.240.3340, liz.bitzer@krispr.com

Additional assets available online: [Photos \(1\)](#)

<https://newsroom.wkkellogg.com/2018-12-11-Kelloggs-R-Cracks-The-Honey-Nut-With-New-Honey-Nut-Frosted-Flakes-TM>