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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 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.

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