

Kellogg's® Helps Cereal Lovers Celebrate National Cereal Day In Style

World's Leading Cereal Company Launches T-Shirt Capsule Collection Featuring Tony the Tiger Through the Years

BATTLE CREEK, Mich., March 4, 2019 [PRNewswire/](#) -- In honor of National Cereal Day, *Kellogg's®* is debuting a limited-edition Tony the Tiger t-shirt collection exclusively available at *Kellogg's* NYC Café beginning March 7. Retailing for \$28, the seven t-shirt designs showcase the changing looks of the iconic *Kellogg's Frosted Flakes®* mascot since his birth in 1952, allowing cereal fans to rock the Tony the Tiger that was present on boxes in the decade they were born.

The *Kellogg's* NYC Café in Union Square will also feature special National Cereal Day bowls on its menu, highlighting original *Kellogg's Frosted Flakes*, *Chocolate Frosted Flakes™* and *Cinnamon Frosted Flakes™*, paired with yellow or chocolate cake mix or sweetened condensed milk, rainbow sprinkles and a sparkler to celebrate the food holiday. The first 300 fans to purchase either a t-shirt or special bowl that day will also receive a free box of *Kellogg's Frosted Flakes*.

"Every day is cereal day at *Kellogg's*. One thing we know really resonates with cereal fans is that nostalgia factor – that power cereal has to transport you back to childhood or to other happy memories shared over a bowl of cereal," said Chris Bell, *Kellogg's* Marketing. "This National Cereal Day, we are thrilled to give fans a new way to celebrate and share their love of cereal."

For those outside the New York City area, the t-shirts and recipes to celebrate with your own National Cereal Day bowls at home can be found at [KelloggsNYC.com](#), as well as more inspiration on *Kellogg's* NYC Café's [Instagram](#) and [Facebook](#) channels.

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 2018 were approximately \$13.5 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; or Liz Bitzer, 312.240.3340, Liz.bitzer@krispr.com

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

<https://newsroom.wkkellogg.com/2019-03-04-Kelloggs-R-Helps-Cereal-Lovers-Celebrate-National-Cereal-Day-In-Style>