

The Country's Leading Ready-To-Eat Cereal Brands Join Forces This National Cereal Day to Provide Accessible Nutrition and Help End Childhood Hunger

In celebration of National Cereal Day, General Mills, Kellogg Company, Post, and Quaker are coming together on Capitol Hill for a ready-to-eat cereal breakfast and cereal packing event supporting non-profit hunger relief organizations.

WASHINGTON, D.C., March 8, 2023 –In partnership with Share Our Strength's [No Kid Hungry](#) Campaign, [General Mills](#), [Kellogg Company](#), [Post](#), and [Quaker](#) are coming together to increase awareness of food insecurity and are making a donation that can help provide more than 300,000 meals for kids.* One in eight kids live with hunger in the United States. Access to critical meals like breakfast can help kids across the country have the opportunity to grow up healthy, happy, and strong.

Today, the country's leading ready-to-eat cereal brands are coming together in our nation's capital for a cereal breakfast and packing event, featuring remarks on the power of the cereal bowl from company leadership. Members of Congress and staff will have the opportunity to pack tote bags with ready-to-eat cereal provided by all four brands to be donated to [For Love of Children](#), a Washington D.C.-based non-profit organization focused on out-of-classroom educational services.

"We're motivated by our collective efforts and long-standing commitment to advocate for affordable, accessible nutrition for children across our nation with a celebration of cereal – a food we all know and love," said Ricardo Fernandez, President, U.S. Morning Foods at General Mills.

"We're incredibly proud of the meaningful impact we've made with No Kid Hungry to support such an important cause, and we look forward to continuing this effort with all our partners to help reduce childhood hunger," said Doug VanDeVelde, General Manager, Ready-to-Eat Cereal at Kellogg Company.

"We're here as a united force with brands representing the cereal category to ensure every child has access to a nutritious meal," said Jill Bollettieri, Senior Vice President, General Counsel & External Relations at Post Consumer Brands.

"At Quaker, we know that having access to nourishing foods is critical to helping individuals, families, and communities thrive," said Kristin Kroepfl, Vice President and Chief Marketing Officer for Quaker North America at PepsiCo. "We're proud to participate in today's event to show our commitment to help tackle hunger and advance food security, a mission that is deeply ingrained in our company."

Ready-to-eat cereal provides impressive nutrition. It is the #1 source of whole grain and fiber and drives milk and fruit consumption. We also know that on average ready-to-eat cereal eaters enjoy more vitamin D, iron, calcium, and folate in their diets than non-cereal eaters ([NHANES](#)). Many ready-to-eat cereals are an effective part of USDA child nutrition programs, driving participation in the School Breakfast Program. Ready-to-eat cereal is also critical in delivering iron and folate to those in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Together, these two programs serve over 20 million people.

To learn more about childhood hunger and how to make a difference in the lives of children facing food insecurity, visit www.nokidhungry.org or www.floc.org.

**No Kid Hungry does not provide individual meals; your donations help support programs that feed kids. Learn more at NoKidHungry.org/OneDollar*

General Mills makes food the world loves. The company is guided by its Accelerate strategy to drive shareholder value by boldly building its brands, relentlessly innovating, unleashing its scale and standing for good. Its portfolio of beloved brands includes household names such as Cheerios, Nature Valley, Blue Buffalo, Häagen-Dazs, Old El Paso, Pillsbury, Betty Crocker, Yoplait, Annie's, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2022 net sales of U.S. \$19.0 billion. In addition, the company's share of non-consolidated joint venture net sales totaled U.S. \$1.1 billion.

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About Kellogg Company

At Kellogg Company (NYSE: K), our vision is a good and just world where people are not just fed but fulfilled. We are creating better days and a place at the table for everyone through our trusted food brands. Our beloved brands include *Pringles®*, *Cheez-It®*, *Special K®*, *Kellogg's Frosted Flakes®*, *Pop-Tarts®*, *Kellogg's Corn Flakes®*, *Rice Krispies®*, *Eggo®*, *Mini-Wheats®*, *Kashi®*, *RXBAR®*, *MorningStar Farms®* and more. Net sales in 2022 were over \$15.3 billion, comprised principally of snacks as well as convenience foods like cereal, frozen foods, and noodles. As part of our [*Kellogg's Better Days® Promise*](#) ESG strategy, we're addressing the interconnected issues of wellbeing, climate and food security, creating Better Days for 3 billion people by the end of 2030. Visit www.KelloggCompany.com.

About Post Consumer Brands

Headquartered in Lakeville, Minn., Post Consumer Brands, a business unit of Post Holdings Inc., is focused on providing delicious food choices for every taste and budget. The company's portfolio ranges from iconic brands such as Honey Bunches of Oats®, Grape-Nuts® and PEBBLES® cereal, as well as Peter Pan® peanut butter to the Malt-O-Meal® brand of value ready-to-eat cereals and more. As a company committed to high standards of quality and to our values, we are driven by one idea: To make lives better by making delicious food accessible for all. For more information about our brands, visit www.postconsumerbrands.com.

About The Quaker Oats Company

The Quaker Oats Company, headquartered in Chicago, is a unit of PepsiCo, Inc., one of the world's largest consumer packaged goods companies. For more than 130 years, Quaker's brands have served as symbols of quality, great taste and nutrition. Holding No. 1 positions in their respective categories, Quaker Oats, Quaker Rice Cakes and Quaker Chewy Granola Bars are consumer favorites. For more information, please visit www.quakeroats.com.

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