

Build a Fun Breakfast Experience with NEW Kellogg's Frosted Flakes® Minecraft

Tony the Tiger® made his gaming debut last year, and now he's leveling up his love of gaming once again with a new cereal inspired by the popular video game

BATTLE CREEK, Mich., March 20, 2023 /PRNewswire/ -- Minecraft is beloved by a community of millions for its endless creative potential, engaging survival gameplay, and iconic mobs — and now there's a new way for players to further immerse themselves in its blocky universe. Following the success of Kellogg's first [Minecraft cereal](#), Minecraft players and cereal fans alike are scoring another flavorful take on the adventure-filled virtual world with NEW Kellogg's Frosted Flakes® Minecraft.

The limited-edition cereal features Kellogg's Frosted Flakes® and green squares of "Creeper Bit" marshmallows that evoke Minecraft's famously pixelated block look, so each delectable spoonful brings the dynamic world of Minecraft to life. Even sweeter? Every box of Kellogg's Frosted Flakes Minecraft includes a code to redeem 350 Minecoins to build on the fun at the breakfast table and take it into the Minecraft universe!¹

"There was such incredible fan reaction following our first partnership with Minecraft, we had to bring it back again — this time with Kellogg's Frosted Flakes," said Laura Newman, senior director of brand marketing at Kellogg Company. "Many Kellogg's Frosted Flakes fans are gamers, and Tony made his streaming debut last summer, which is why we're so excited to introduce another flavorful gaming-inspired experience with this new Minecraft collaboration."

Kellogg's Frosted Flakes Minecraft is available for a limited time at retailers nationwide starting in April for a suggested retail price of \$5.29 for an 8.4-ounce box and \$6.49 for a 13.5-ounce box. For more information, follow Kellogg's Frosted Flakes on [TikTok](#) and [Instagram](#), and Minecraft on [Instagram](#).

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](#) PromiseESG 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.

¹ Must purchase (1) of participating products from 3/27/23 – 7/31/23, take a picture of receipt(s) with the Qualifying Purchase(s) and go to www.kelloggminecraftpromo.com ("Website") select the Minecraft Minecoins Offer page, complete the information and upload your receipt(s). Each receipt must be submitted separately and within thirty (30) days of purchase. Last date to submit a receipt is 8/30/23. Get three hundred fifty (350) Minecraft Minecoins for your Qualifying Purchase of one (1) Participating Product via email in the form of a code ("Code"). In order to receive a Code, a participant will first receive a confirmation email within 72-hours of their receipt submission indicating if their receipt submission was valid or not. If their receipt is valid and approved, an initial email will be sent to the participant that will include a link for the participant to claim their reward (i.e. Code). Once the participant clicks on the link in their initial email and claims their reward; then in approximately five (5) days, the participant will receive a second email containing their reward (i.e. Code). Limit three (3) Codes per person/email address for the promotion. Qualifying participants will receive an email from Sponsor or its designee with a redemption Code for Minecraft Minecoins. To redeem, participants must go to [Minecraft.net/redeemcoins](https://minecraft.net/redeemcoins), and must register a Microsoft account or log in to an existing one. Enter the Code you received. Once redeemed to your Microsoft account, launch the updated Minecraft Bedrock Edition with Minecraft Marketplace and sign in with the Microsoft account used to redeem the Code. If you meet the requirements set forth above, the full Code value will be applied and may be used for eligible purchases (exclusions apply) made directly at the Minecraft Marketplace. Proceed to the in-game Minecraft Marketplace to spend your Minecoins or go to [Minecraft.net/Marketplace](https://minecraft.net/Marketplace) to see what's new. Code must be redeemed by 3/28/24.

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

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