

KELLOGG'S® RICE KRISPIES® CEREAL INTRODUCES KELLOGG'S FIRST FRUITY CEREAL WITH AN EXCELLENT SOURCE OF VITAMIN D IN EVERY BOWL

NEW Kellogg's® Rainbow Krispies® packs a punch with a pop of color, fun and fruity flavor made with 8 grams of whole grains

BATTLE CREEK, Mich., April 13, 2023 /PRNewswire/ -- Waking up early, getting ready for the day and finding time for a quick yet satisfying meal is no easy task. Mornings can be much less daunting by adding a double dose of fun and nutrition to breakfast, which is why Kellogg's® Rice Krispies® Cereal is introducing a delicious new take on their classic, fan-favorite cereal — Kellogg's® Rainbow Krispies® — featuring a fresh, fruity flavor, splash of color, and excellent source of Vitamin D in every serving.

With a brand-new shape and six vibrant colors, each delectable bite of Kellogg's Rainbow Krispies offers fans a treat for their senses with its fruity aroma and flavors. Parents can now give their kids a cereal they know they'll love while feeling great about it too as Kellogg's Rainbow Krispies is Kellogg's first fruity cereal to provide 20% daily value of Vitamin D. Even better? It's also made with 8 grams of whole grains and fortified with 9 vitamins and minerals per serving, increasing the nutritional benefits of the fun, flavorful new offering.

"At Kellogg, we love providing breakfast options that set families up for a great day. When we discovered six in 10 Americans want to add more Vitamin D to their diets¹, we knew infusing this key nutrient into a fun, delicious breakfast option would be a great way to solve this need for many of our fans," said Laura Newman, senior director of brand marketing at Kellogg Company. "Whether you're looking to increase your daily Vitamin D intake or hungry for a tasty bowl of colorful goodness, Kellogg's Rainbow Krispies are here to add a boost to even the most mundane mornings!"

Delicious in the bowl or straight out of the box, Kellogg's Rainbow Krispies is also the perfect ingredient to make fun, fruity-flavored Rice Krispies Treats at home. Fans will love adding a pop of color and sweet taste to these favorite homemade treats, just in time for spring.

Families looking to add a dose of colorful, fruity flavor to their day can find Kellogg's Rainbow Krispies at retailers nationwide starting in April for a suggested retail price of \$4.99 for an 11.1-ounce box and \$5.99 for a 17.8-ounce box.

For more treat-making inspiration and to keep up with all things Kellogg's Rice Krispies, visit www.ricekrispies.com and follow along on [TikTok](#), [Instagram](#) and [Facebook](#).

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.

¹ Source: Hartman Group Health & Wellness, 2021 Report

SOURCE Kellogg Company

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