

Kellogg's Frosted Flakes® and WMU Celebrate Hockey National Title with Commemorative Cereal Box

KALAMAZOO, Mich. – Western Michigan University Athletics, in collaboration with Kellogg's Frosted Flakes® and Bronco Sports Partners, is proud to announce the launch of a limited-edition commemorative Frosted Flakes cereal box in celebration of the WMU Hockey team's historic 2025 NCAA Men's Hockey National Championship.

"This is such a fun and unique way to celebrate one of the greatest athletic accomplishments in our department's history," said [Dan Bartholomae](#), Vice President and Director of Athletics at Western Michigan. "To collaborate with such an iconic Michigan brand and see Buster Bronco featured alongside Tony the Tiger is a powerful tribute to our championship team and a memorable keepsake for our fans."

The exclusive box features Kellogg's Frosted Flakes icon Tony the Tiger® alongside WMU's beloved Buster Bronco, paying tribute to the national championship WMU Hockey Team. The box sleeve is designed to serve as a collector's item or gift and does not include cereal, making it a perfect keepsake for fans, alums and memorabilia collectors.

Each commemorative box will be sold for \$20.25—a symbolic nod to the Broncos' 2025 title. With only a limited number of boxes available for purchase, fans are encouraged to [make their purchase](#) before they run out.

"As a company with deep roots in West Michigan, we are thrilled to join Bronco's fans everywhere to celebrate WMU's historic win," said Doug VanDeVelde, WK Kellogg Co's Chief Growth Officer. "What better way to recognize this milestone than with a special edition collectors item box. To quote our friend Tony, we think the Broncos are simply gr-r-reat!"

Boxes will be shipped directly to fans and make the perfect addition to a home, office, fan cave, or gift collection. More information on availability and ordering can be found at <https://kelloggstore.com/products/wmu-hockey-champs>

ABOUT WK KELLOGG CO

At WK Kellogg Co, we bring our best to everyone, every day through our trusted foods and brands. Our journey began in 1894, when our founder W.K. Kellogg reimagined the future of food with the creation of Corn Flakes, changing breakfast forever. Our iconic brand portfolio includes *Kellogg's Frosted Flakes®*, *Rice Krispies®*, *Froot Loops®*, *Kashi®*, *Special K®*, *Kellogg's Raisin Bran®*, and *Bear Naked®*. With a presence in the majority of households across North America, our brands play a key role in enhancing the lives of millions of consumers every day, promoting a strong sense of physical, emotional and societal wellbeing. Our beloved brand characters, including Tony the Tiger® and Toucan Sam®, represent our deep connections with the consumers and communities we serve. Through our sustainable business platform – *Feeding Happiness™* – we aim to build healthier and happier futures for families, kids and communities. We are making a positive impact, while creating foods that bring joy and nourishment to consumers. For more information about WK Kellogg Co and *Feeding Happiness*, visit www.wkkellogg.com.

<https://newsroom.wkkellogg.com/2025-06-27-Kelloggs-Frosted-Flakes-R-and-WMU-Celebrate-Hockey-National-Title-with-Commemorative-Cereal-Box>