

WK Kellogg Co Showcases New Cereals at FNCE® 2026

New food innovations reflect evolving portfolio, featuring nutrition-focused choices with fiber, protein and single-digit added sugar.

- Featured foods include Kellogg's® Frosted Flakes® Reduced Sugar, Kellogg's® Raisin Bran® Protein, Kellogg's® Special K® Protein, Kashi® GO, Kashi® Gut Health Granola, Kashi® Strawberry Banana Loops and Bear Naked® Vanilla Almond Crisp Granola.
- The company will preview 2027 innovations, including Tony's Power Pops™, as well as Kellogg's® Super Stars™, which has been developed specifically for schools.

Battle Creek, Mich., October 20, 2026 – WK Kellogg Co will showcase a range of new and upcoming cereals at the Food & Nutrition Conference & Expo® (FNCE®) 2026. The lineup reflects the company's continued efforts to evolve its portfolio to meet today's nutrition needs, featuring foods with fiber, protein and single-digit added sugar and a broader range of nutrition-focused choices. Together, these foods demonstrate how the company is continuing to deliver the taste, convenience and value that consumers expect.

The company will feature new options across trusted brands, including Kellogg's® Frosted Flakes, Kellogg's® Raisin Bran, Kellogg's® Special K, Kashi and Bear Naked. Attendees will also get a preview of launches planned for 2027, including Tony's Power Pops and Kellogg's® Super Stars for schools.

"As a registered dietitian, I know that nutrition guidance only makes a difference when it fits into real life," said Sarah Ludmer, RD, Chief Wellbeing and Sustainable Business Officer, WK Kellogg Co. "At WK Kellogg, we're focused on making eating well easy by helping consumers get more of the nutrients they need through foods and brands they already know and love. The lineup we're showcasing demonstrates how we're evolving our portfolio to meet changing consumer expectations while continuing to deliver delicious food."

Featured 2026 Innovations

Reimagining Favorites with Single-Digit Added Sugar

Kellogg's® Frosted Flakes Reduced Sugar provides the great taste consumers know and love with 25% less sugar than the original version and 9 grams of sugar per serving. The cereal contains no artificial sweeteners[†] and continues to be made with four simple ingredients plus vitamins and minerals.

Innovating with Fiber and Protein

Kellogg's® Raisin Bran Protein combines fiber and protein in a familiar breakfast cereal. Featuring toasted flakes, real plump raisins and a hint of cinnamon, the cereal is a good source of protein, an excellent source of fiber and iron, maintains single-digit added sugar and provides a good source of 10 vitamins and minerals.

Kashi GO cereals deliver at least 10 grams of protein and 10 grams of fiber per serving, also with single-digit added sugar, offering a nutrient-dense breakfast option that combines great taste with the nutrition consumers are looking for.

Expanding Digestive Wellness Options

Kashi Gut Health Granola is made with prebiotic chicory root and a diverse blend of fibers to support digestive wellness. It is available in Blueberry Almond and Chocolate Almond Butter flavors.

Bear Naked Vanilla Almond Crisp Granola expands WK Kellogg Co's portfolio of gluten-free options, combining whole grain oats, sliced almonds and vanilla flavor in a versatile granola that delivers both taste and convenience.

Looking Ahead: Coming in 2027

Tony's Power Pops

Tony's Power Pops will launch in Vanilla Crunch and Cinnamon Crunch flavors in the new year. Each serving provides 8 grams of protein (10% of the Daily Value) and is a good source of fiber. The cereal has no artificial colors, provides at least 14 grams of whole grain per serving and is a good source of seven vitamins and minerals.

Kellogg's Super Stars

Coming to schools in fall 2027, Kellogg's Super Stars will be available in Fruity Crunch, Celebration Crunch, Honey Crunch and Cinnamon Crunch varieties. This lineup not only provides key nutrients, including vitamin D and iron, but also delivers 7 grams of fiber per 2 ounce format, offering a higher-fiber option than many cereal formats currently available to schools and foodservice operators. The cereals also contain no artificial flavors and no colors from artificial sources and comply with all USDA K-12 nutritional requirements.

Attendees can learn more about these innovations and WK Kellogg Co's approach to wellbeing and nutrition at the company's booth throughout FNCE 2026.

†Sweetened with sugar and malt flavor.

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. Building on our long history of nutrition leadership, we continue to help consumers make informed choices through innovations such as our SPOONS on-pack nutrition guide, which highlights the benefits of cereal, including simple ingredients, fiber and protein. Through our sustainable business strategy, 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, visit www.wkkellogg.com.

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

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