

# Preserving the Past, Inspiring the Future: WK Kellogg Co Celebrates More Than a Century of Nutrition Innovation During American Archives Month

BATTLE CREEK, Mich., Oct. 26, 2026 /PRNewswire/ -- This American Archives Month, WK Kellogg Co is highlighting more than 120 years of nutrition innovation and leadership that continue to shape its approach to wellbeing today.

Located in WK Kellogg Co's Battle Creek headquarters, the company's newly built Corporate Archives spans more than 3,500 square feet and houses more than 30,000 items, including historic packaging, advertising and marketing materials, artwork, memorabilia and audiovisual assets.

Beginning in 2023, WK Kellogg Co transformed the space into an immersive experience designed not only to preserve its history, but to bring it to life for employees and guests, providing inspiration and historical context for the company today.

"Our archives are much more than a place to preserve artifacts. They help us tell the story of where we've been and provide inspiration for where we're going," said Stacy Flathau, Chief Corporate Affairs Officer, WK Kellogg Co. "Preserving more than 120 years of history here in Battle Creek, where the Kellogg story began, makes it especially meaningful."

## A History Rooted in Nutrition

Among the stories preserved in the collection is Kellogg's longstanding focus on nutrition and helping consumers better understand the cereal they eat and enjoy.

In 1923, Mary Barber became Kellogg Company's first registered dietitian and established its Home Economics Department, providing consumers and schools with recipes, nutrition information and educational programs.

The company's pioneering nutrition leadership continued in the decades that followed. PEP debuted in 1938 as the company's first fortified cereal with vitamins B and D. Beginning in 1939, the company was among the first in the industry to voluntarily provide nutrition information on its packaging. In the 1950s, Special K became the first cereal promoted as a good dietary source of protein.

Many of those early nutrition principles continue to inform WK Kellogg Co's approach today, including its focus on fiber, protein, whole grains and essential nutrients and helping consumers more easily understand the benefits of cereal and the nutrition it can provide.

"When you look at our history, you see that nutrition and consumer education have been part of the Kellogg story for generations," added Flathau. "Today, we're building on that foundation by helping make nutrition easier for consumers to understand and continuing to evolve our foods to meet their needs, all while remaining deeply connected to our hometown of Battle Creek, the community where our story began."

## Bringing the Past Forward

One of the clearest connections between the company's nutrition heritage and its approach today can still be found on the cereal box.

Launched earlier this year, WK Kellogg Co's evidence-based, on-pack nutrition initiative called **SPOONS** highlights six areas of nutrition: Simple Ingredients, Protein, Outstanding Fiber, Other Nutritious Foods, Nutrients You Need and Single-Digit Added Sugar, helping consumers more easily understand and choose cereals according to their specific nutrition priorities.

Fiber is one area where that legacy remains especially relevant today. For generations, Kellogg's advertising has highlighted the benefits of bran and fiber to support digestive health, with Kellogg's All-Bran advertising dating back to as early as the 1920s

and the messaging evolving alongside consumers' understanding of nutrition. Today, nearly 95% of Americans don't get enough fiber. To help address this nutrition challenge and close the fiber gap, WK Kellogg Co offers more than 140 cereal options that are at least a good source of fiber, providing between 3 and 17 grams per serving. In fact, in fiscal year 2025, WK Kellogg Co cereals provided more than 6 billion servings of fiber to consumers across the U.S., Canada and the Caribbean.

This American Archives Month, the company's vast archival collection serves as a reminder that preserving history isn't just about looking back. From early nutrition education and historic cereal boxes to today's focus on fiber, protein and other essential nutrients, the archives illustrate how ideas developed over generations continue to shape WK Kellogg Co today.

#### 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](http://www.wkkellogg.com).

#### SOURCE WK Kellogg Co

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