



Kellogg Company Fact Sheet (NYSE: K)

With 2013 sales of \$14.8 billion, Kellogg Company is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company.

Our Vision

To enrich and delight the world through foods and brands that matter

Our Purpose

Nourishing families so they can flourish and thrive

Foods that Delight

From our kitchen to yours, we take pride in making nutritious, enjoyable foods that are sourced, produced and marketed responsibly.

1,600 foods,
produced in 18
countries, marketed in more
than 180 countries



Nutrition

A true visionary, W.K. Kellogg aspired to make "quality products for a healthier world." More than a century later, we continue to provide consumers with a wide variety of great-tasting, high-quality foods. We are also committed to educating consumers about nutrition. We do this on-pack as well as through our websites and by engaging with consumer groups and health care professionals.

Benefits of Cereal

At Kellogg, we believe that better days start with breakfast; and cereal ranks as one of the best breakfast choices.

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Responsible Business Leadership

Driven by our *K Values*™, we deliver solid business results while holding ourselves to high standards.



- We act with integrity and show respect
- We are all accountable
- We are passionate about our business, our brands and our foods
- We have the humility and hunger to learn
- We strive for simplicity
- We love success



Diversity & Inclusion

We believe diversity and inclusion are essential to living our *K Values*, achieving our business goals and building a stronger company. We are committed to a workforce that reflects the diversity of our consumers and an environment where all employees are included and respected.

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Company Awards

- World's Most Reputable Companies - (2013)
- World's Most Ethical Companies List - (2013)
- World's Most Admired Companies List - (2013)
- Global Green Ranking - (2012)
- World's 100 Most Powerful Brands - (2012)
- Best 100 Global Brands - (2012)
- World's 100 Most Innovative Companies - (2012)
- Best Places to work for LGBT Equality - (2013)
- Top 50 Company for Diversity - (2013)

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Enriching the Environment

We are committed to achieving our vision of enriching and delighting the world with foods and brands that matter while also doing what's right for the environment and society. Our aim is to produce more with less – less energy, fewer greenhouse gas (GHG) emissions, less water, and less waste. To learn more about our environmental commitments and progress, read our Corporate Responsibility Report.

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Innovation

Innovation is at the core of our business. We have a clear understanding of the evolving lifestyles, taste preferences and nutrition needs of our consumers and we translate those insights into delicious and nutritious foods that consumers love.



Corporate Responsibility

Corporate Responsibility is part of our essence, instilled more than a century ago by our company's founder, W.K. Kellogg. Our approach, progress and future direction are addressed in our global Corporate Responsibility Report. [CLICK FOR REPORT](#)



Inspired by our founder, we strive to make a difference in our communities around the world. Since 2009, Kellogg has contributed more than \$67 million in cash and \$153 million in products to charitable organizations around the world. In 2013 alone, we contributed \$13 million in cash and \$48 million in product.

Through our *Breakfasts for Better Days*™ global signature cause, we're providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families in need around the world by the end of 2016. And when disaster strikes, one of the first things a community needs is nutritious, ready-to-eat foods. We're quick to respond when disaster hits, helping to bring nourishment and hope to those in need.



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W.K. KELLOGG FOUNDATION

About the W.K. Kellogg Foundation

The W.K. Kellogg Foundation (WKKF), established in 1930 as an independent, private foundation by our founder and breakfast cereal pioneer, W.K. Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create the conditions where vulnerable children can realize their full potential in school, work and life. A legally separate entity, WKKF is Kellogg Company's largest shareowner. In 2013, the Kellogg Company paid nearly \$134 million in dividends to WKKF to support its work with children, families and communities.

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Our History

W.K. Kellogg founded Kellogg Company in 1906 with his discovery of toasted flakes and a dedication to the well-being of others. Those toasted flakes became world-famous as *Kellogg's Corn Flakes*®.

Company Firsts

Long recognized for our commitment to innovation, Kellogg has pioneered many firsts, including:

- The first packages of *Kellogg's* cereal were made from 100% recycled paperboard, as are nearly all of our packages today (1906)
- First high-fiber cereal – *Toasted Bran Flakes* (1915)
- First dietitian hired in the food industry (1923)
- One of the first companies to print nutrition, recipe and product information on cereal packages (1930s)
- First cereal fortified with B vitamins – *Pep* (1938)
- First high-protein breakfast cereal – *Special K*® (1955)
- First 100-percent fortified cereal created for consumers – *Product 19*® (1960s)
- *Kellogg's Corn Flakes* were eaten aboard Apollo 11, the first lunar landing (1969)
- *Pringles* was the first saddle-shaped potato chip to be packaged in a unique cylindrical can that preserved freshness and protected against breakage (1968)
- Pioneered the use of Guideline Daily Amounts front-of-pack, fact-based information (2005)
- First cereal company to launch a mobile disaster relief center (2013)

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Kellogg's

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