

August 16, 2012

Unleash Your Chocolatey Cravings With New Kellogg's Krave™ Cereal

Chocolate lovers rejoice - there is a new cereal in town that will feed your chocolatey urge! With a unique crispy shell on the outside and a smooth chocolatey inside, Kellogg's Krave delivers 8 grams of whole grain, is a source of fibre, trans fat free, a source of 7 essential vitamins and minerals in every bowl and has 170 calories per serving with ½ a cup of 1% milk.

“Our research shows that consumers are seeking more flavour variety and chocolate is a growing segment in the cereal category,” said Andrew Loucks, VP, Marketing. “Kellogg's Krave is the answer for people looking for a delicious start to their day.”

Kellogg's Krave is available across Canada in two irresistible flavours: chocolate and double chocolate.

Chocovores Unleashed!

Chocolate lovers check your chocolatey stashes because a pack of ravenous and cunning Kellogg's Krave Chocovores is on the loose. Chocovore creatures have been seen engaging in cunning trickery to trap and devour their unsuspecting chocolatey prey. They won't stop their pursuit until they have filled their smooth chocolatey bellies – chocolate will never be safe again. Representatives for Kellogg's Krave have had little success trying to tame the wild cravings of this pack. Kellogg's Krave cereal samples are being handed out to make amends with chocolate lovers targeted by a Chocovore.

About Kellogg Canada

Driven to enrich and delight the world through foods and brands that matter, Kellogg Canada is the leading producer of ready-to-eat cereal in Canada. Every day, our well-loved brands nourish families so they can flourish and thrive. These include All-Bran®, Corn Flakes®, Corn Pops®, Eggo®, Froot Loops®, Frosted Flakes®, Kashi®, Kellogg's® Two Scoops® Raisin Bran, Mini-Wheats®, Nutri-Grain®, Pop-Tarts®, Pringles®, Rice Krispies®, Special K® and Vector®. To learn more about Kellogg Canada, including our corporate responsibility initiatives and rich heritage, please visit www.kelloggs.ca. For information on our commitment to nutrition, visit www.kelloggsnutrition.ca.

– 30 –

High-resolution photography can be downloaded via FTP site with the following information:

Link: <http://softp2.strategicobjectives.com>

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