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KELLOGG CANADA DELIGHTS CONSUMERS WITH NEW PRODUCTS

New offerings serve up delicious and nutritious additions to Kellogg's cereal and snacks lineup

MISSISSAUGA, ON (March 6, 2012) – Innovation leader, Kellogg Canada today announced the introduction of several new products to the Canadian market. **Kellogg's Mini-Wheats*** Centres cereal, **Rice Krispies*** Brown Rice gluten-free cereal, **Kellogg's Cinnamon Pops*** cereal, **Kellogg's All-Bran*** Cereal Bars Orange Cranberry flavour and **Kellogg's Rice Krispies*** Granola Bars are available at retailers this month. The new products aim to meet the growing nutritional and health demands of consumers.

Highlights of new Kellogg Canada products include:



Kellogg's Mini-Wheats Centres

A Canadian favourite with a delicious new twist! **Kellogg's Mini-Wheats Centres** is a lightly frosted whole grain biscuit with a burst of real fruit filling. The 100 % whole grain biscuit is a high source of fibre, low in fat, is trans fat free, low in sodium and a source of 10 essential nutrients. At just 190 calories per serving, **Kellogg's Mini-Wheats Centres** is a nutritious breakfast choice.



Kellogg's Rice Krispies Brown Rice gluten-free

With an increasing number of Canadians diagnosed with Celiac Disease, experiencing sensitivity to gluten or choosing to follow a gluten-free diet, consumers are looking for great tasting gluten free food choices. **Kellogg's Rice Krispies** Brown Rice cereal is made with the simple goodness of whole grain brown rice and is low in fat, trans fat free, contains less than 1 teaspoon of sugar per serving and has no artificial flavours or colours.



Kellogg's Cinnamon Pops

Kellogg's Cinnamon Pops cereal takes the classic Corn Pops in a new direction and provides a sweet, unique cinnamon crunch plus a source of fibre. Per 1 cup serving *Cinnamon Pops* are a source of fibre, fat free, trans fat free, have no artificial colours and are a source of 7 essential nutrients.



Kellogg's All-Bran Cereal Bars Orange Cranberry Flavour

Consumers want a variety of snacking options to enjoy without compromise. ***Kellogg's All-Bran Cereal Bars*** Orange Cranberry flavor are made with natural orange flavour and real cranberries and contains wheat bran fibre – the #1 fibre to promote digestive rhythm. They are a high source of fibre, trans fat free, low saturated fat and a source of 7 essential nutrients.



Kellogg's Rice Krispies Granola Bars

Snap!* Crackle!* & Pop!* have fused two things that kids love - *Rice Krispies Squares** & Granola Bars to create *Rice Krispies Granola Bars!* This fun, ooey-goey new bar is made with *Rice Krispies** cereal, whole grain oats and contains 2g of fibre. Available in two flavours: Cocoa and Strawberry.

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 *Special K**, *Vector**, *All-Bran**, *Kellogg's Corn Flakes**, *Kellogg's* Two Scoops* Raisin Bran*, *Eggo**, *Nutri-Grain**, *Rice Krispies**, *Pop-Tarts**, *Kellogg's Frosted Flakes**, *Froot Loops** and *Kashi**. 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.

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