



Contact:
Kellogg Canada
905-290-5416

mediahotline.canada@kellogg.com

KELLOGG CANADA BRINGS A FAMILY FAVOURITE BACK TO THE TABLE FOR GLUTEN SENSITIVE PEOPLE WITH LAUNCH OF *RICE KRISPIES*[®] BROWN RICE GLUTEN -FREE CEREAL

MISSISSAUGA, ON (March 5, 2012) – Kellogg Canada today announced the introduction of *Kellogg's*[®] *Rice Krispies*[®] Brown Rice gluten-free cereal which is now available at grocery stores across Canada alongside the original variety.

Rice Krispies[®] Brown Rice gluten-free cereal brings a family favourite back to the tables of people who are unable to eat gluten, offering long-time fans and a new generation of gluten-sensitive kids the joy of eating a bowl of this beloved cereal “that talks,” or whipping up a batch of delicious, gluten-free *Rice Krispies*[®] marshmallow squares.

“With an increasing number of Canadians being diagnosed with Celiac Disease, experiencing sensitivity to gluten or choosing to follow a gluten-free diet, consumers are looking for more great tasting gluten-free food choices and we are filling that need,” said Johanne Trudeau, Director, Nutrition, Kellogg Canada.

The new cereal eliminates barley malt (the source of gluten in the original *Rice Krispies*[®] cereal) and is made with whole-grain brown rice. Each serving of the new gluten-free cereal contains 120 calories, less than 1 gram of sugar, 1 gram each of fat and fibre, a source of 10 essential nutrients, and contains no artificial flavours or colours.

Kellogg's[®] *Rice Krispies*[®] Brown Rice gluten-free cereal is produced in a separate facility that has been making gluten-free products for nearly a decade. Each batch of product is tested to ensure its gluten-free status.

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.

* © 2012, Trademark of Kellogg Company used under licence by Kellogg Canada Inc.

###