



CANADIANS DON'T WAFFLE WHEN IT COMES TO EGGO

*In celebration of Eggo's 75th birthday and International Waffle Day,
Survey demonstrates Canadians love of iconic waffle*

TORONTO, March 22, 2011 – *Eggo* has been popping out of toasters for three quarters of a century and in celebration Kellogg conducted a survey to take Canada's pulse on its favourite breakfast waffle. According to a recent Harris/Decima poll conducted more than three quarters (77 per cent) of those aged 25 to 34, and 69 per cent of those 35 to 44, can properly complete the phrase *L'Eggo my Eggo*.

To celebrate its birthday and just in time for International Waffle Day (March 25), *Eggo* teamed up with three top chefs across Canada to help the unassuming waffle get "dressed" for the occasion. Celebrated chefs Carl Heinrich of Marben in Toronto; Chef Wayne Harris of MARKET at the Shangri-La in Vancouver; and Chef Laurent Godbout at Chez L'Epicier in Montreal pulled out their toasters to show Canadians how easy it is to take *Eggo* to new culinary heights.

"*Eggo* has been a fun, delicious and wholesome part of breakfast for more than 75 years" says Andrew Loucks, vice president, marketing, Kellogg Canada. "We're delighted to give Canadians even more reason to love *Eggo* on this important birthday with these signature *Eggo* recipes courtesy of these talented chefs."

Chef Heinrich's *Toasted Eggo Waffles with Maple-Apple Sauce, Yogurt and Granola* is the healthy way to have a special delight the morning of your birthday; while Chef Godbout's *Apple 'n Cheese Eggo Waffle* puts a savoury spin on things; and Chef Harris tantalizes the taste buds with his *Peaks of Vancouver Eggo*. Each original recipe demonstrates how delicious, versatile and nutritious *Eggo* really is.

"The idea of creating something with *Eggo* that is both tasty and wholesome aligns with my philosophy on food," says Marben's Chef Heinrich – one of Toronto's celebrated chefs. "I used in-season ingredients from my favourite local suppliers creating my version of a birthday breakfast."

DID YOU KNOW?

- *Eggo* waffles were born in 1936. Named *Eggo* because of their rich "eggy" taste they revolutionized breakfast as a warm, easy and delicious option.

(more)

CANADIANS DON'T WAFFLE WHEN IT COMES TO EGGO pg. 2

- In 1972 Kellogg launched the famous slogan that Canadians still know today.
- If laid end-to-end, there are enough Eggo waffles sold every year in Canada to reach the entire distance across the country more than three times!
- When those who eat or serve *Eggo* were asked what they would do to have someone “*L’Eggo their Eggo*”:
 - 24 per cent said they would tickle someone
 - 19 per cent would hide the toaster
 - a determined 12 per cent would pay someone to “*L’Eggo*”!
- Enjoying an *Eggo* “My Way” has become the new breakfast mantra:
 - more than half (56 per cent) of those who eat *Eggo* enjoy them with syrup, jam or spreads
 - nine per cent pile on fruit to add a wholesome boost
 - six per cent like them with fruit alone
 - 19 per cent of us are eating *Eggo* right out of the toaster, either plain or with a little butter.

About Kellogg Canada

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include Special K*, Vector*, All-Bran*, Kellogg's Corn Flakes*, Kellogg's* Two Scoops* Raisin Bran, Nutri-Grain*, Rice Krispies*, Pop-Tarts*, Kellogg's Frosted Flakes*, Froot Loops* and Eggo*. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers and health professionals about nutrition and healthy, active living through responsible packaging, brochures, advertising and scientific symposia. For more information, visit the Kellogg Canada website at www.kelloggs.ca.

- 30 -

For more information, or to arrange an interview with Chef Heinrich, please contact:
Victoria Zigelman at Strategic Objectives Inc, Tel: 416-366-7735, ext. #249.
Email: vzigleman@strategicobjectives.com.

* © 2011, Trademark of Kellogg Company used under licence by Kellogg Canada Inc.

**This Kellogg Company poll was conducted by Harris/Decima via teleVox, the company's national telephone omnibus. A total of 1,002 Canadians were surveyed from January 27th to January 30th, 2011. Results are accurate to within +/- 3.1% 19 times out of 20.