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## **SURVEY SAYS! KELLOGG VOTED CANADA'S MOST TRUSTED BRAND**

MISSISSAUGA, ON, Apr. 19, 2010 – Canadians at breakfast tables across the country have raised their cereal spoons and spoken. In a recent independent survey conducted by Harris/Decima on behalf of Readers Digest Canada, Kellogg has “*bowled*” over the competition by being voted Canada’s most trusted brand of breakfast cereal. The second annual Trusted Brands survey was commissioned by Readers Digest to ask Canadians who they trusted most when it came to (1) Canadian personalities, (2) Canadian professions and industries, and (3) consumer brands.

“We are both humbled and honoured by this designation as it demonstrates that Canadian consumers place a high degree of trust in Kellogg,” said Andrew Loucks, Vice President, Marketing, Kellogg Canada Inc. “It is a recognition that we are consistently delivering on our promises but won’t rest on our laurels. We are truly committed to improving our performance each and every day and it’s ultimately resonating with our Canadian consumers.”

April also marks the 150<sup>th</sup> anniversary of W.K. Kellogg’s birth, founder of Kellogg Company. In honour of this important occasion, the Company recently reported on its continuing efforts to further his legacy of building a stronger business while doing the right thing for the environment and society. To view the 2009 corporate responsibility report, please visit [www.kelloggs.ca](http://www.kelloggs.ca) and click on Our Company.

“At Kellogg, our brand is our promise. Consumers trust the Kellogg name – a trust we have earned and upheld for over 100 years. It says consumers can count on us to provide consistent, high-quality, great tasting, and wholesome food,” continued Loucks. “But beyond the product itself, more and more, consumers also trust companies like ours to care about the things they care about. We strive to meet our consumers’ needs and desires while taking into account broader concerns about health and nutrition, product quality, food safety and corporate social responsibility.”

Kellogg founder, W.K. Kellogg, first put his signature on every package of cereal to express his personal pledge to quality and nutrition and began building trust in the Kellogg brand from day one. “We’ve upheld this trust through a commitment to continuously improve the nutrition credentials of our

products and through our commitment to the truthful and transparent marketing of our brands so consumers can make informed choices,” concluded Loucks. “We also manufacture our products to the strictest of standards. The quality and safety of our foods remain top priorities.”

### **About the Readers Digest Canada Poll**

For additional information about the Readers Digest Canada poll and the Trusted Brands section specifically, please visit [www.rdtrustedbrands.ca](http://www.rdtrustedbrands.ca) or [www.selectionmarquesdeconfiance.ca](http://www.selectionmarquesdeconfiance.ca). The results of the poll will be featured in the May 2010 issue of Readers Digest and Selection du Readers Digest as well as on [www.readersdigest.ca](http://www.readersdigest.ca) and [www.selection.ca](http://www.selection.ca).

### **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*, *Eggo\**, *Nutri-Grain\**, *Rice Krispies\**, *Pop-Tarts\**, *Kellogg's Frosted Flakes\**, and *Froot Loops\**. 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](http://www.kelloggs.ca).

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