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Kellogg Enhances Nutrition Credentials by Adding Essential Fibre to Popular Ready-to-Eat Cereals in Canada and the US

MISSISSAUGA, ON, June 4, 2009 – Recognizing that fibre intakes of Canadians fall dramatically short of the recommendations, Kellogg Company today announced it will add fibre to many of its popular ready-to-eat cereals in Canada, as well as the United States. This decision builds on the Company's 100-plus year commitment to fibre and further strengthens its dedication to meeting consumers' health and nutrition needs. By the end of 2010, nearly 74 per cent of Kellogg's ready-to-eat cereals in Canada will be at least a source to very high source of fibre. In keeping with the company's nutrition heritage, Kellogg Canada is also embarking on a national fibre education awareness campaign to help educate consumers about the importance of fibre.

"Today's announcement is another step on Kellogg Company's journey to continually improve the nutrition profile of our products without compromising on taste or quality," said François Rouilly, president and chief executive officer, Kellogg Canada. "A year ago, we changed what and how we market to children and reduced the sugar and sodium in a number of our cereals. Now, Kellogg is adding an important benefit – fibre – to our foods while maintaining their great taste."

Fibre has many benefits, including helping to keep children's digestive systems healthy and supporting overall healthy growth and development. Yet, children ages 4-8 get, on average, 13.5 grams of fibre per day – about half of the recommended intake.¹

"Since fibre is so important to children's health, we're first increasing the fibre in some of our most popular children's cereals – beginning with *Kellogg's Froot Loops* and *Corn Pops*, which will start to appear on store shelves in September 2009," said Christine Lowry, vice president, nutrition and corporate affairs, Kellogg Canada. "*Kellogg's* cereals are a trusted mainstay of family breakfast tables. Adding fibre without changing the taste people love is an ideal way to help families increase their daily fibre intakes."

¹ Health Canada, Canadian Community Health Survey Cycle 2.2, Nutrition (2004). Nutrient Intakes from Food. Provincial, Regional and National Summary Data Tables: Volume 1.

Adults, too, benefit from fibre which can help weight managers feel fuller longer, improve digestive health and reduce the risks of heart disease and type 2 diabetes². However, adults only get about half the recommended fibre they need each day.¹

“As a medical researcher working closely with patients to modify their diets, I see first-hand that adults and children alike aren’t getting the recommended intakes of fibre,” said Dr. David Jenkins, Faculty of Medicine, University of Toronto. “I applaud Kellogg’s commitment to increasing fibre in their cereals and to providing solutions to help meet the nutrition needs of Canadians.”

Already, Kellogg Canada has more ready-to-eat cereals that are at least a source of fibre than any other food company³, including *Kellogg’s All-Bran*, *Kellogg’s Two Scoops Raisin Bran*, *Kellogg’s Mini-Wheats*, *Special K Satisfaction*, and *MultiGrain Krispies*. Kellogg introduced its first fibre cereals, *Kellogg’s Bran Flakes* and *All-Bran*, in 1915 and 1916 respectively, and *Kellogg’s Two Scoops Raisin Bran* in 1950.

While the Company is making a similar commitment in the United States, products and schedule will vary.

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 about nutrition and healthy, active living through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities. For more information, visit the Kellogg Canada Web site at www.kelloggs.ca.

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Editor's note: Visit Kellogg Canada (<http://kelloggs.ca>) for more information including a fact sheet and frequently asked questions.

² IFIC (2008). Fibre Fact Sheet. See www.ific.org.

³ Nielsen GB+MM+DRU, latest 52 weeks ending March 12, 2009. Based on 42% share of RTEC cereals that qualify as a source, high source and/or very high source of fibre.