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**Breakfast Just Got Easier with Kellogg's New *Cereal in a Cup***  
*Kellogg Canada modernizes the way consumers eat cereal*

**TORONTO, May 2004** — Busy Canadians can now have cereal on the go with the launch of Kellogg Canada's new *Cereal in a Cup*, an innovative portable cereal packaging that accommodates milk without any spills. Kellogg's is the first cereal manufacturer to introduce a "grab-and-go" format to Canadian foodservice and convenience markets.

"*Cereal in a Cup* is an exciting innovation that illustrates Kellogg's commitment to both our consumers and the foodservice industry," says Carol Stewart, Vice President of Sales, Kellogg Canada Inc. "This convenient new breakfast and snacking option provides simple, healthy choices for Canadians of all ages who are becoming increasingly time-pressured and eating more meals away from home."

Before this innovation, cereal was only available in small individual size boxes. The new cup format provides a flexible alternative that addresses many previously unmet needs in foodservice, such as high impact merchandising at point of purchase and true portability.

The sturdy plastic cup features a wide mouth that comfortably accommodates a spoon. To eat cereal with milk: simply remove the foil lid, add milk and enjoy your favourite Kellogg's cereal brands. Cereal-in-a-Cup also makes snacking without milk easy with this "grab-and-go" friendly format.

"Cereal-in-Cup was developed specifically to meet the needs of foodservice operators and not merely adapted from the retail market," added Ms. Stewart.

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Current flavours available in the *Cereal in a Cup* packaging include: ***Kellogg's Corn Flakes\****, ***Kellogg's Frosted Flakes\****, ***Froot Loops\****, ***Special K\**** and ***Rice Krispies\**** cereals, Kellogg's top-ranking brands in the adult, all-family and children ready-to-eat cereal categories. The *Cereal in a Cup* products will be available across Canada in foodservice outlets, at gas stations and convenience stores.

The product launch will be supported by strong consumer and trade support, including national print advertising and high-impact merchandising units.

### **About Kellogg Canada**

Founded in 1906, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about nutrition 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](http://www.kelloggs.ca).

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