



For Immediate Release

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Kellogg Canada Rings In The New Year With New Product Offerings

MISSISSAUGA, ON (January 11, 2013) – The new year has grocery shopping excitement in store as Kellogg Canada rolls-out a line-up of mouth watering new product offerings, starting in mid January. Kellogg Canada answers the call of consumers with two entirely new, exciting product categories: breakfast sandwiches and morning protein shakes. As part of the commitment to innovation and providing greater variety and nutrition for consumers, the company also introduces new innovations in cereal, frozen waffles, snacks and bars.

“We all know that breakfast is the most important meal of the day. And, with Canadians living busier lives than ever before, many of them are taking breakfast on-the-go,” says Andrew Loucks, vice president, marketing, Kellogg Canada Inc. “At Kellogg, we strive to develop convenient breakfast options that also deliver on taste and variety and are proud to launch new products that will keep breakfast exciting and nutritious for Canadians every morning.”

Kellogg’s Special K launches breakfast sandwiches, protein shakes

Delicious breakfast sandwiches in 90 seconds flat! The breakfast sandwich is one of the fastest growing items on restaurant menus. The **new Special K Flatbread Morning Sandwiches** are mouthwateringly good and provide 170-240 calories. Now available in three flavours: Egg with Vegetables & Pepper Jack Cheese; Egg & Sausage; and Egg, Ham & Pepper Jack Cheese. Find them in the freezer section.

Shake up your morning with **new Special K Morning Shake** protein drinks. This creamy, delicious shake comes in three flavours: Chocolate, Vanilla and Strawberry. With 10g of protein, 12 essential nutrients and 190 calories per serving, it’s a great way to satisfy your morning hunger so you can stay on track. Find them in the breakfast aisle.

Additionally, Special K ready-to-eat cereals are now the first cereals in Canada to be fortified with vitamin D, which is beneficial for Canadian women who have an inadequate dietary intake of this essential nutrient. One serving of Special K cereal now provides 20 per cent of the daily value of vitamin D, and, when consumed with ½ cup of skim milk, provides almost 50 per cent of the daily value for vitamin D. As well, many Special K cereals are made with whole grain and are a source of fibre. Now, Canadian women can get even more nourishment from one of their favourite cereals!

New cereals wake up the taste buds

Canadian cereal lovers rejoice! Starting in January, there are two new cereals on the market that will help you start your day off right. **All-Bran Cranberries & Clusters** marks the first new product in the line-up since 2006. Tastes so good you’ll forget you’re eating a cereal very high in fibre! Light, toasted bran flakes dazzle the taste buds with just a hint of sweetness accented with tangy ruby red cranberries and crunchy multi-grain clusters. Fibre never tasted so good!

Make your morning ripe for the pickin’ with **new Mini-Wheats Centres Raspberry** flavour. Enjoy a lightly frosted 100 per cent whole grain biscuit with a touch of real fruit filling in the centre that delivers a delicious zing of raspberry flavour.

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Kellogg launches new products

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Smart Snacking is in the forecast for 2013

Satisfy your cravings while still keeping on track with tasty **Special K Granola Bars** in two new flavours, Dark Chocolate and Peanut Butter Chocolate. And the big news is that every bar delivers 4g of protein and 4g of fibre. Since most of us don't get enough protein or fibre, it's the snack that loves you back!

With just 80 calories for 20 chips, Special K Cracker Chips introduces two delicious new flavours. **BBQ and Zesty Southwest seasoned Special K Cracker Chips** give you all the flavour satisfaction with none of the guilt. A crispy blend of potato and rice and lightly seasoned, this savoury snack is trans-fat free, low in saturated fat, with no artificial flavours or colours and helps you stay on track! Find them in the cracker aisle.

The number one cereal bar in Canada is now introducing soft baked goodness. New **Nutri-Grain Soft Bakes** made with whole grain, are soft, moist and nutritious snacks that are perfect when you're on the move. Available in two great tasting flavours: Blueberry Muffin and Banana Bread.

Serve up lots of fun

New Eggo Minis waffles in Original or Cinnamon Toast flavour have the same great crispy texture and classic taste as the big ones. The mini size brings a little fun to the breakfast experience. Spread 'em out or stack 'em up for a hot and tasty meal.

About Kellogg Canada Inc.

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 All-Bran*, Corn Flakes*, Corn Pops*, Eggo*, Fibre Plus*, Froot Loops*, Frosted Flakes*, Kashi*, Kellogg's* Two Scoops* Raisin Bran, Mini-Wheats*, Nutri-Grain*, Pop-Tarts*, Pringles*, Rice Krispies*, Special K* and Vector*. 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.

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