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## KELLOGG CANADA DELIGHTS CONSUMERS WITH NEW PRODUCTS

*New offerings serve up delicious and nutritious additions to Kellogg's cereal and snacks lineup*

MISSISSAUGA, ON (March 6, 2012) – Innovation leader, Kellogg Canada today announced the introduction of several new products to the Canadian market. **Kellogg's Mini-Wheats\*** Centres cereal, **Rice Krispies\*** Brown Rice gluten-free cereal, **Kellogg's Cinnamon Pops\*** cereal, **Kellogg's All-Bran\*** Cereal Bars Orange Cranberry flavour and **Kellogg's Rice Krispies\*** Granola Bars are available at retailers this month. The new products aim to meet the growing nutritional and health demands of consumers.

Highlights of new Kellogg Canada products include:



### ***Kellogg's Mini-Wheats Centres***

A Canadian favourite with a delicious new twist! **Kellogg's Mini-Wheats Centres** is a lightly frosted whole grain biscuit with a burst of real fruit filling. The 100 % whole grain biscuit is a high source of fibre, low in fat, is trans fat free, low in sodium and a source of 10 essential nutrients. At just 190 calories per serving, **Kellogg's Mini-Wheats Centres** is a nutritious breakfast choice.



### ***Kellogg's Rice Krispies Brown Rice gluten-free***

With an increasing number of Canadians diagnosed with Celiac Disease, experiencing sensitivity to gluten or choosing to follow a gluten-free diet, consumers are looking for great tasting gluten free food choices. **Kellogg's Rice Krispies** Brown Rice cereal is made with the simple goodness of whole grain brown rice and is low in fat, trans fat free, contains less than 1 teaspoon of sugar per serving and has no artificial flavours or colours.



### ***Kellogg's Cinnamon Pops***

***Kellogg's Cinnamon Pops*** cereal takes the classic Corn Pops in a new direction and provides a sweet, unique cinnamon crunch plus a source of fibre. Per 1 cup serving *Cinnamon Pops* are a source of fibre, fat free, trans fat free, have no artificial colours and are a source of 7 essential nutrients.



### ***Kellogg's All-Bran Cereal Bars Orange Cranberry Flavour***

Consumers want a variety of snacking options to enjoy without compromise. ***Kellogg's All-Bran Cereal Bars*** Orange Cranberry flavor are made with natural orange flavour and real cranberries and contains wheat bran fibre – the #1 fibre to promote digestive rhythm. They are a high source of fibre, trans fat free, low saturated fat and a source of 7 essential nutrients.



### ***Kellogg's Rice Krispies Granola Bars***

Snap!\* Crackle!\* & Pop!\* have fused two things that kids love - *Rice Krispies Squares\** & Granola Bars to create *Rice Krispies Granola Bars!* This fun, ooey-goey new bar is made with *Rice Krispies\** cereal, whole grain oats and contains 2g of fibre. Available in two flavours: Cocoa and Strawberry.

### **About Kellogg Canada**

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 *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\**, *Froot Loops\** and *Kashi\**. To learn more about Kellogg Canada, including our corporate responsibility initiatives and rich heritage, please visit [www.kelloggs.ca](http://www.kelloggs.ca). For information on our commitment to nutrition, visit [www.kelloggsnutrition.ca](http://www.kelloggsnutrition.ca).

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