



Kellogg Canada Fact Sheet

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. Kellogg Canada is a wholly owned subsidiary of Kellogg Company.

OUR VISION

To enrich and delight the world through foods and brands that matter

OUR PURPOSE

Nourishing families so they can flourish and thrive

1,600 foods, produced in 20 countries, marketed in more than 180 countries

FOODS THAT DELIGHT

From our kitchen to yours, we take pride in making simple foods that people love— foods that are sourced, produced and marketed responsibly. Here are some of our latest innovations:



NUTRITION

A true visionary, W.K. Kellogg aspired to make “quality products for a healthier world.” More than a century later, we continue to provide people with foods that give them more of what they want, and less of what they don't. We are also committed to educating consumers about nutrition. We do this on-pack as well as through our websites and by engaging with consumer groups and health care professionals.



To continue to earn our place at breakfast tables now and in the future, we have a set of core beliefs that guide us. They are the Kellogg's Global Breakfast Food Beliefs.

[Learn more.](#)

Kellogg's Global Breakfast Food Beliefs

1 We believe in the **power of breakfast**



2 We believe **our grain-based breakfast provides a superior start to your day**



3 Because grains are at the heart of our breakfast foods, we seek the very **best grains**, and we believe the best grains are those that are **sustainably grown and responsibly sourced**



4 We believe in providing **great-tasting, high-quality breakfast foods that delight families every morning**



5 We are committed to **contributing to a healthier world through a journey** of continually developing better breakfast foods and encouraging a healthy and active lifestyle



RESPONSIBLE BUSINESS LEADERSHIP

Driven by our *K Values*™, we deliver solid business results while holding ourselves to high standards.

- We act with integrity and show respect
- We are all accountable
- We are passionate about our business, our brands and our foods
- We have the humility and hunger to learn
- We strive for simplicity
- We love success



DIVERSITY & INCLUSION

We believe diversity and inclusion are essential to living our K Values, achieving our business goals and building a stronger company. We are committed to a workforce that reflects the diversity of our consumers and an environment where all employees are included and respected. [Click to learn more.](#)

GLOBAL SUSTAINABILITY

We believe in making great tasting food people can feel good about too.

This includes a commitment to:
Helping improve the livelihoods of farming families and communities who grow our ingredients.

Giving our foods the best start possible by protecting the land where our ingredients are grown and our food are made.

[Click to learn more.](#)



COMPANY AWARDS

- Donor of the Year, Food Banks Canada (2014) 
- 50 Most Socially Responsible Companies (2015) 
- Gold Winner, Most Trusted Brand (2015/2016) 
- Top Company for Executive Women (2015) 
- World's Most Ethical Companies List (2015) 
- World's Most Reputable Companies 
- 100 Best Companies (2015) 
- Best Global Brands (2015) 
- Top 50 Company for Diversity (2016) 
- Most Reputable Brand (2016) 
- Most Trusted Cereal Brand (2016) 
- Most Reputable Companies in Canada (2016) 



Inspired by our founder, we strive to make a difference in our communities around the world. From stocking food banks, to supporting community breakfasts and food distribution for hungry families, to helping thousands of school-age children worldwide get the breakfast they need to succeed, Kellogg is making a difference in every region around the world where the company does business.



Through our *Breakfasts for Better Days*™ global signature cause, we've provided 1.4 billion servings of cereal and snacks to children and families in need around the world.

Through our long-standing support and commitment to Breakfast Clubs of Canada and Food Banks Canada, we're doing what we can to make hunger matter.



[Click for more information.](#)

Benefits of Cereal

At Kellogg, we believe that better days start with breakfast, and experts worldwide agree: breakfast is the most important meal of the day. Cereal is more than just a convenient option for you and your family.

When you enjoy a bowl of cereal as part of a nutritious breakfast, you start the day with energy, consume essential vitamins and minerals you might otherwise miss, and enjoy a tasty meal made up of simple grains and milk. Plus with cereal, you can also feel confident that your family is getting the fibre they need to make each day great. And all for about 53 cents per serving.

Better still, cereal keeps things simple. It's quick to prepare. And the taste, nutrition and simplicity of Kellogg's* cereals is the reason they are a mainstay in 78 percent of Canadian homes.

[Learn more.](#)

(Ref: The Nielsen Company, MarketTrack Service, National, 52 wks period Ending 04/05/14)

OUR HISTORY

W.K. Kellogg founded Kellogg Company in 1906 with his discovery of toasted flakes and a dedication to the well-being of others. Those toasted flakes became world-famous as *Kellogg's Corn Flakes*®. [Learn more.](#)

COMPANY FIRSTS

Long recognized for our commitment to innovation, Kellogg has pioneered many firsts, including:

- The first packages of Kellogg's cereal were made from 100% recycled paperboard, as are nearly all of our packages today (1906)
- Kellogg's Corn Flakes* is introduced to a new country: Canada (1914)
- One of the first high-fibre cereals – Toasted Bran Flakes (1915)
- One of the first dietitians hired in the food industry (1923)
- One of the first companies to print nutrition, recipe and product information on cereal packages (1930s)
- First high-protein breakfast cereal – Special K® (1955)
- First 100-percent fortified cereal created for consumers – Product 19® (1960s)
- Kellogg's Corn Flakes were eaten aboard Apollo 11, the first lunar landing (1969)
- Pringles was the first saddle-shaped potato chip to be packaged in a unique cylindrical can that preserved freshness and protected against breakage (1968)
- Vector® Meal Replacement was formulated to meet the nutritional needs of active, health-conscious Canadian adults (1999)
- After discovering that many Canadians don't get enough fibre, Kellogg increased the fibre in many of our popular cereals (2009-2010)
- Today — We're proudly upholding the values W.K. Kellogg instilled more than 100 years ago in 180 countries across the world.

Kelloggs.ca



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