

WK Kellogg Has the Right Cereal For You



FIBER

130+ fiber filled offerings

Fiber from whole grains, bran and fruit

PROTEIN

25% of offerings with 5g+

Leading innovation with 10g+

SIMPLE INGREDIENTS

Full removal of FD&C in US offering by end of 2027

No HFCS, Red 3 or titanium dioxide.

WHOLE GRAIN

70% with at least 8g whole grain

Offerings with 8-48g per serving

ADDED SUGAR <12g

75% of cereal sales

Many with single digit



Impressive Protein You Can Customize



3g protein
0-1g fiber +
4g added sugar



6g protein
0g fiber

=

9g Protein
0-1g Fiber

+3-5g fiber if adding fruit



5-7g protein +
6-7g fiber
9-12g added sugar



6g protein
0g fiber

=

11g Protein
6-7g Fiber

Natural Protein from grains and dairy



10g protein +
5-10g fiber
9g added sugar



10g protein
0g fiber

=

20g Protein
5-10g Fiber

+30g protein if using a protein shake

1 serving cereal + ¾ cup milk
%DV protein may vary