

KK Kellogg Co
Breakfast
BREAKTHROUGH

Capture customers' attention
and keep them coming back
with Limited-Time Offers.

YOUR OPPORTUNITY

PLAN YOUR LTO

PROMOTE YOUR LTO

PRODUCT PICKS



Amp it up IN THE A.M.

Morning routines are on the upswing! More consumers are grabbing their first meal after they leave the house.¹ Cereal remains a versatile and easy-to-serve option, so use this popular food to grow your share of the away-from-home breakfast occasion.

**OUT &
ABOUT FOR
BREAKFAST**



**MORNING
MEALS
MATTER**

82% eat off premises.¹

When consumers eat breakfast away from home, 82% of the time it's off premises. Beef up your grab-and-go offerings to meet their needs!

Traffic is up! 15.6 billion consumers participated in **morning meals from foodservice** in 2023, up 4% vs. prior year. It's the only daypart that grew traffic compared with a year ago.²

95% of consumers eat **breakfast foods** in a typical week.³

62% of consumers say **breakfast** is their **favorite meal** of the day.⁴

82% of the U.S. population eat **cereal**.⁵

¹Circana, National Eating Trends® and CREST®, YE March 2023
Breakfast = breakfast/a.m. snack/brunch | In home = sourced from home/retail locations Away from home = sourced from commercial and non-commercial foodservice and vending.

²Circana, CREST, 12ME March 2023, Morning meal = breakfast/a.m. snack/brunch
³2021 Information Resources Inc. (IRI)

⁴Shopping the Breakfast Occasion, Kantar, pgs. 7-24, 43, 2022

⁵Mintel Hot & Cold Cereals, U.S., 2022

THE BREAKFAST BIZ PARTNER WITH WK KELLOGG CO HABITS BY AGE NOW TRENDING

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Count on Our POWERHOUSE BRANDS

Our powerful portfolio of brands is
loved by consumers everywhere!
With high quality and
amazing taste, it's easy to
delight customers.



Special K®

- With real fruit and whole grains, it appeals to health-focused consumers.
- Over-indexes with 55+ consumers.¹

Kellogg's Raisin Bran®

- Launched in the 1960s with a delicious combination of toasted, high-fiber bran flakes and two scoops of raisins.
- High-fiber cereal appeals to health-focused consumers.

Froot Loops®

- Instantly recognizable fun brand with bright colors and a sweet and delicious taste.
- Over-indexes with multicultural consumers.¹
- Appeals to all ages; equally consumed by both kids and adults.

Frosted Mini Wheats®

- Classic cereal brand introduced in 1969.
- Appeals to health-focused consumers, with a perfect balance of wheat and sweet. High in fiber, helping support digestive health and overall wellness.

Kellogg's Frosted Flakes®

- Top-performing cereal brand, with 23% household penetration.
- #1 cereal brand in Convenience Stores.²
- Over-indexes with multicultural consumers.¹

Kashi®

- Appeals to the health-focused and environmentally conscious consumer.
- #1 protein cereal in the U.S. with Kashi GO.¹
- #1 household penetration in natural and organic cereal.¹

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Sources: ¹KelloggsAwayFromHome.com; L52W Ending 5.6.23
²Nielsen Total Convenience L52W Ending 11/18/23



Tastes of THEIR OWN

What people want in the morning varies by age. Half of consumers eat at multiple times during the morning,¹ so LTOs offering smaller meals and snacks on the go will be appealing.

Gen Z

- Prefer mini/small breakfasts or full breakfasts²
- Purchase drivers: on-the-go consumption, satiety, caffeine²
- More likely to experiment with different foods in the morning compared with older consumers¹



Millennials

- Enjoy morning snacks, morning fuel-ups, and workout fuel²
- Purchase drivers: on-the-go consumption, protein & calorie content, satiety²
- Get morning meals from fast food, casual dining, coffee shop, fast casual and c-store³



Gen X

- Like mini/small breakfasts and workout fuel²
- Purchase driver: on-the-go consumption²
- Get morning meals from fast food, casual dining, coffee shop, and c-store³



Younger Boomers

- Favor mini/small breakfasts²
- Purchase drivers: on-the-go consumption; protein, calorie, carb & fat content; caffeine; name brands²
- Get morning meals from fast food³



Older Boomers + Seniors

- Choose full breakfasts and morning fuel-ups²
- Purchase drivers: carb, protein, fat, sugar & fiber content; caffeine; name brands²
- Get morning foods from casual dining restaurants³



¹IRI Survey Collected Sep 30 – Oct 7, 2021, among National Consumer Panel representing Total U.S. Primary Grocery Shoppers

²IRI Survey Collected 9-30 – 10-7-21 among National Consumer Panel representing Total U.S. Primary Grocery Shoppers; Indexed Higher Than Total Respondents

³IRI Survey Collected Nov. 14-15, 2021, among National Consumer Panel representing Total U.S. Primary Grocery Shoppers / Indexed Higher Than Total Respondents

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Now Trending

These macro trends are influencing consumer decisions about eating and snacking. As you plan LTOs, keep these insights in mind to help you stay connected to what consumers want.



AMPLIFIED EXPERIENCES

Food has the power to deliver enjoyment and satisfy a craving. Today there's a new emphasis on gratifying, multi-sensorial experiences, allowing consumers to play with textures, fuse flavors, and explore the exotic or nostalgic.



FLEXIBLE BALANCE

The “self-care” revolution has prompted new needs for foods that satisfy and contribute to mind-and-body balance. One moment, it may be healthy snacks that control calories or relieve stress; the next, it could be an indulgent treat that boosts mental well-being or offers emotional fulfillment.



FED AND FULFILLED

Consumers are increasingly aware of the challenges facing planet Earth and the lives that inhabit it. This trend has many people thinking more carefully about the context surrounding food, including where it comes from and the imprint it leaves behind.



MISSION VALUE

Rising inflation, stagnant wages, and the effects of the pandemic have consumers shopping with intention and maximizing value. They're stretching their dollar through targeted offers and personalized promotions or saving for indulgences that stimulate feel-good chemicals.



BLURRED LINES

The line between meals and snacks is disappearing. Consumers are looking to seamlessly integrate eating into their daily lives, breaking traditions across categories, occasions and time. They want what they want – when, where and how they want it.

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HABITS BY AGE

NOW TRENDING

Source: Overview Macro Forces: Forces that will impact food & snacks consumption, 2023-2026; Kellogg's Shopper Insights

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Build Buzz WITH LTOs

Limited-Time Offers have customer appeal and a track record for increasing sales. Use this guide to help you **PLAN**, **PROMOTE** and **EXECUTE** successful LTOs.

LTOs drive revenue and traffic.

Operators generally see 25% increases in revenue and foot traffic during months with a successful LTO. It also builds repeat business: 85% of respondents said they'd return and reorder.

LTOs drive impulse and excitement.

2 out of 3 (63%) of consumers' last LTO was impulsive. LTOs can prompt unplanned purchases that raise the average sale.

Seasonal, new and unique flavors "make" an LTO.

Most consumers feel LTOs should tie into seasonal tastes or feature ingredients and combos new to them.

Dessert LTOs are the most prevalent. Breakfast LTOs are offered the least.

Integrate LTOs into breakfast and beyond to maximize sales throughout the day. Remember to include popular LTO categories such as desserts and milkshakes.

WHY LTOs

DESIGN YOUR LTOs

EXAMPLES

KEY DATES

Source: Datassentials LTOs May 2022

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Flevate

YOUR LTOs

A well-planned LTO can help you connect with customers, attract new business and increase profits. Here are some ways your LTO can take shape.

1

Bundle and Save

WHY IT WORKS: Pairing up items for a discount calls attention to your LTO and attracts customers looking for meaningful value.

- Now & Later: Buy one Cereal In A Cup, get a second at a discount. Makes a good snack for later or for breakfast the next day.



2

Grab & Go

WHY IT WORKS: Pre-made options make it easy for time-pressed customers. These options also tap into the grazing culture with food that can be consumed anytime, when it's convenient.

- Offer Cereal in a Cup, a container of milk and a spoon, bundled and ready to purchase.



3

Expand the Experience: Cereal Bar

WHY IT WORKS: People love customizing their meals and playing with different textures and flavor combinations.

- Offer cereals, milks, yogurts, fruit and crunchy toppings like nuts and granola. Discount the price at specific times to draw in customers.



4

Follow the Calendar

WHY IT WORKS: People love holidays! Even quirky ones can get consumers interested. Participating in holidays gives consumers a reason to post on social media, meet a personal goal or raise awareness for a cause. **See the KEY DATES section** for ideas on calendar and holiday tie-ins.

National Cereal Day
is March 7th!



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Examples

1

BUNDLE AND SAVE Beverage + Cereal

Coffee is still a hot prospect in the morning! In 2023, 44% of away-from-home breakfast occasions included coffee.¹ Bundle it with cereal for a tasty snack or mini-meal that works for your sit-down customers or those just passing through.



2

GRAB & GO Bento-Box Breakfast

Give them flexibility! A collection of cereal, yogurt, fruit and beverage makes a good-sized breakfast for hungrier customers. If they want a lighter first meal of the day, they can eat some now and save the rest for a snack later.



¹Circana, National Eating Trends®, YE March 2023. CREST®, YE March 2023; Breakfast = breakfast/a.m. snack/brunch

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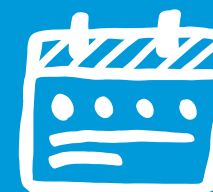
PLAN YOUR LTO

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Mark Your CALENDAR

Connect an LTO with a holiday or special event to give customers a reason to celebrate and take part in your offer. Here are some suggestions:



•**January – National Staying Healthy Month:** To encourage customers to meet New Year's goals, promote Kellogg's® cereals that have high fiber, 5g of added sugar or less and plant protein. Feature Kashi® Go Cinnamon Crunch with 9g of protein and 8g of fiber*.

•**February 17 – National Random Acts of Kindness Day:** Offer a BOGO and encourage customers to treat a friend or co-worker.

•**March 7 – Cereal Day:** Offer a discount or BOGO on Cereal in a Cup. Offer to add free cereal toppings to yogurt.

•**April 22 – National Earth Day:** Create an LTO featuring Kashi® cereals, which have ingredients that come from plant-positive practices.

•**May 11 – National Eat What You Want Day:** It's a great day for a cereal shake! Make a dessert-based LTO with a Froot Loops® or Kellogg's Frosted Flakes® shake.

•**June – National Dairy Month:** Nothing goes better together than milk and cereal! Celebrate National Dairy Month with a discount on milk when cereal is purchased.

•**June 7 – National Donut Day:** Add a twist to the classic donut by adding interesting toppings featuring customers' favorite cereal brands, such as a Froot Loops® donut.

•**July 21 – National Simplicity Day:** Offer an LTO on cereal & milk, promoting it as a simple, nourishing and satisfying meal or snack.

•**September 15 – National Thank You Day:** Create to-go packages of custom trail mix featuring customers' favorite cereals to thank them for their business.

•**September – National Breakfast Month:** Put a spotlight on the morning meal with all-day features on breakfast favorites, from breakfast sandwiches to portable cereal to the full cereal bar.

•**October 1 – International Coffee Day:** Highlight this day with a bundle that offers a discount on coffee with a cereal purchase.

•**October 12 – National Farmers Day:** Recognize farmers such as Kennedy Rice Mill, a female-owned farm that grows rice for WK Kellogg Co. Offer a discount on Rice Krispies® to highlight the day.

•**November 15 – National Parfait Day:** Offer yogurt parfaits featuring Bear Naked® granola or Kellogg's® Granola.

*per serving

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Amplify YOUR LTO

Make sure your cereal-loving customers know you've got an LTO that will make their mouth water! Promoting offers online and through social media – especially with images – will get tongues wagging.

Put it on your website

Add your latest LTO to your website and any third-party delivery sites you use. If possible, include a photo to entice customers.



Make a social play

Social media is an important tool – that's where your customers are spending a lot of their time. **Consistent posting helps drive traffic and loyalty**, and can also spread the word about your LTOs. If you're new to social media, consider posting content with the following in mind:

- **Highlight promotions and perks**, especially time-sensitive ones.
- **Start a conversation**: ask a question, take a poll or request an emoji response. Keep it fun!
- No matter which platform you use, challenge yourself to **tell a story briefly**.

Facebook

Facebook remains popular with consumers of all ages. Keep posts to 400 characters or less and use 1200 x 630 pixel images for best results.

Instagram

It's all about the photos, so great plating and a decent smartphone are musts. Appetizing images can help attract customers. Keep captions under 80 characters for greatest impact. Go for the maximum pixels on images (1935 x 1935).



SOCIAL MEDIA TIPS

- Use appetizing photos and videos to draw in your audience.
- Post about your LTO more than once and mix up your content.
- Look at popular social trends for inspiration.
- Consider promoting your posts or partnering with local influencers to expand your reach.
- Use hashtags to link to relevant content and enter larger conversations.

TAGS RELATED TO CEREAL:

@specialkus @frootloops
@kelloggsfrostedflakes @kravecereal
@frostedminiwheats @kashi @uskelloggs

TAGS RELATED TO YOUR LTO:

#breakfastspecial #cerealsnack
#limitedtimeoffer #bogo
#snackstogo #minimeal #grabngo

SOCIAL & WEB SOCIAL POSTS

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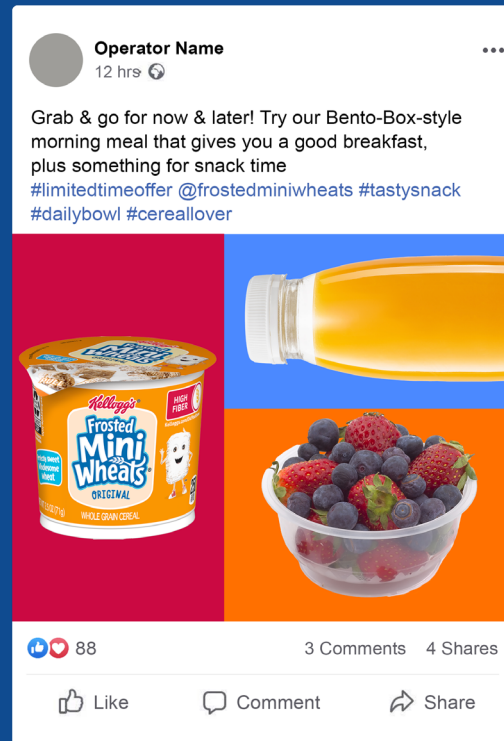
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Social POSTS

Generate some excitement about your LTO!
Here are some ready-to-go examples for you to download
and use. Feel free to put your own stamp on them.



SOCIAL & WEB SOCIAL POSTS

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PRODUCT PICKS

Cereal in a cup & Individual Box

CASE CODE	PRODUCT DESCRIPTION	CASE COUNT	NET WT (EA)
Cereal in a Cup			
38000-06353	Kellogg's® Froot Loops® Breakfast Cereal Cups, Fruit Flavored, Original, 5.6 lb Case (60 Cups)	60	1.5 oz.
38000-06357	Kellogg's® Frosted Flakes® Cold Breakfast Cereal Cups, Original (60 Cups)	60	2.1 oz.
38000-12609	Kellogg's® Cereal Assortment Pack - Classic: Kellogg's Corn Flakes® (6), Kellogg's Frosted Flakes® (16), Frosted Mini-Wheats® Bite Size (12), Raisin Bran Crunch® (8), Rice Krispies® (6), Special K® (12)	60	Assorted
38000-12611	Kellogg's® Cereal Assortment Pack - Favorite: Apple Jacks® (8), Rice Krispies® (6), Froot Loops® (8), Kellogg's Frosted Flakes® (20), Frosted Mini-Wheats® Bite Size (9), Raisin Bran Crunch® (9)	60	Assorted
38000-18315	Kellogg's® Cereal Assortment Pack - Wellness: Kellogg's® Granola with Raisins (12), Special K®(12), Special K® Red Berries (12), Special K® Fruit & Yogurt (10), Frosted Mini-Wheats® Bite Size (8), Kashi GO® Crunch (6)	60	Assorted
38000-42798	Kellogg's® Frosted Mini-Wheats®, Breakfast Cereal in a Cup, Bite Size Frosted, 2.5 oz (60 count)	60	2.5 oz.
38000-31966	Kellogg's® Cocoa Krispies®, Breakfast Cereal in a Cup, Original, 2.3 oz (60 Count)	60	2.3 oz.
38000-12467	Kellogg's® Corn Pops® Breakfast Cereal in a Cup, Original, 1.5 oz (60 Count)	60	1.5 oz.
38000-12465	Kellogg's® Froot Loops® Breakfast Cereal in a Cup, Original, 1.5 oz (60 Count)	60	1.5 oz.
38000-12468	Kellogg's Frosted Flakes® Breakfast Cereal in a Cup, Original, 2.1 oz (60 Count)	60	2.1 oz.
38000-12474	Kellogg's® Raisin Bran Crunch® Breakfast Cereal in a Cup, Original, 2.8 oz (60 Count)	60	2.8 oz.
Individual Box			
38000-21937	Kellogg's® All-Bran® Complete® Wheat Bran Flakes, 1.13 oz (70 Count)	70	1.13 oz.
38000-21928	Kellogg's® Corn Flakes®, Breakfast Cereal, Original, .81 oz (70 Count)	70	0.81 oz.
38000-21973	Kellogg's® Froot Loops®, Breakfast Cereal, Original, .95 oz (70 Count)	70	0.95 oz.
38000-21962	Kellogg's® Frosted Flakes®, Breakfast Cereal, Original, 1.2 oz (70 Count)	70	1.2 oz.
38000-21992	Kellogg's® Frosted Mini-Wheats® Bite Size, Breakfast Cereal, Original, 1.31 oz (70 Count)	70	1.31 oz.
38000-22013	Kellogg's® Low Fat Granola with Raisins, 2.22 oz (70 Count)	70	2.22 oz.
38000-21942	Kellogg's® Raisin Bran®, Breakfast Cereal, Original, 1.52 oz (70 Count)	70	1.52 oz.
38000-21933	Kellogg's® Rice Krispies®, Breakfast Cereal, Original, .88 oz (70 Count)	70	0.88 oz.
38000-21968	Kellogg's® Special K®, Breakfast Cereal, Original, .81 oz (70 Count)	70	0.81 oz.
38000-22055	Kellogg's® Cereal Assortment Pack - Family: Kellogg's Corn Flakes® (10), Froot Loops® (10), Kellogg's Frosted Flakes® (16), Frosted Mini-Wheats® Bite Size (12), Kellogg's Raisin Bran® (6), Rice Krispies® (6), Apple Jacks® (6), Kellogg's® Special K® (6)	72	Assorted

See the next page for Bulk and Jumbo Snax items.

AVAILABLE ITEMS

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Bulk & Jumbo Snax

CASE CODE	PRODUCT DESCRIPTION	CASE COUNT	NET WT (EA)
Bulk			
38000-00691	Kellogg's® All-Bran® Complete®, Cereal, Wheat Flakes, 43 oz (4 count)	4	43 oz.
38000-02991	Kellogg's® Apple Jacks®, Cereal, Original, 31 oz (4 Count)	4	31 oz.
38000-00191	Kellogg's® Corn Flakes® Cereal, Original, 26 oz (4 Count)	4	26 oz.
38000-03591	Kellogg's® Crispix®, Breakfast Cereal, Original, Bulk, 7.5 lb Case (4 Count)	4	30 oz.
38000-01791	Kellogg's® Froot Loops®, Cereal, Original, 31 oz (4 count)	4	31 oz.
38000-01591	Kellogg's® Frosted Flakes®, Cereal, Original, 40 oz (4 count)	4	40 oz.
38000-04991	Kellogg's® Frosted Mini-Wheats® Bite Size Cereal, Original, 56 oz (4 Count)	4	56 oz.
38000-72010	Kellogg's® Krave™ Cereal, Chocolate, 35 oz (4 count)	4	35 oz.
38000-49834	Kellogg's® Granola, Breakfast Cereal, Crunchy Clusters, Bulk, 12.5 lb Case (4 Count)	4	50 oz.
38000-13791	Kellogg's® Granola Cereal, With Raisins, 50 oz (4 count)	4	50 oz.
38000-25435	Kellogg's® Granola Cereal, Without Raisins, 50 oz (4 count)	4	50 oz.
38000-00891	Kellogg's® Raisin Bran®, Breakfast Cereal, Original, Bulk, 4 lb Case (4 Count)	4	56 oz.
38000-00591	Kellogg's® Rice Krispies®, Cereal, Original, 27 oz (4 count)	4	27 oz.
38000-01691	Kellogg's® Special K®, Breakfast Cereal, Original, Bulk, 8 lb Case (4 Count)	4	32 oz.
38000-18166	Kellogg's® Special K® Breakfast Cereal, Red Berries, Bulk, 11 lb Case (4 Count)	4	44 oz.
18627-47192	Kashi GO® Crunch Cereal, Original, 50 oz (4 Count)	4	50 oz.
Jumbo Snax			
38000-23856	Kellogg's® Jumbo Snax Froot Loops®	6	2 oz.
38000-25403	Kellogg's® Jumbo Snax Apple Jacks®	6	2 oz.
38000-27942	Kellogg's® Jumbo Snax Cinnabon®	6	2 oz.

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