



For Immediate Release

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Satisfy Students' Hunger for Fun With *Keebler*[®] Despicable Me Minion Made[™] Graham Snacks

ELMHURST, Ill. — Build excitement and demand into lunch lines with graham snacks featuring the film franchise, “Despicable Me.” Just in time for the “Despicable Me 3” film release on June 30th. Kellogg Company introduces *Keebler*[®] Despicable Me¹ Graham Snacks Honey. The snacks meet USDA K-12 whole grain-rich, 1-grain ounce equivalency and Smart Snacks requirements. Featuring the popular Despicable Me Franchise branding, foodservice directors can increase growth for tray line and á la carte sales by including these kid-friendly grams in lunchtime portfolios.

To learn more, visit booth #1037 at the School Nutrition Annual National Conference or go to www.KelloggsSpecialtyChannels.com

About Kellogg Company

At Kellogg Company (NYSE: K), we strive to make foods people love. This includes our beloved brands – Kellogg's[®], Keebler[®], Special K[®], Pringles[®], Kellogg's Frosted Flakes[®], Pop-Tarts[®], Kellogg's Corn Flakes[®], Rice Krispies[®], Cheez-It[®], Eggo[®], Mini-Wheats[®] and more – that nourish families so they can flourish and thrive. With 2016 sales of \$13 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of crackers and savory snacks; and a leading North American frozen foods company. And we're a company with a heart and soul, committing to help create 3 billion Better Days by 2025 through our [Breakfasts for Better Days](#) global purpose platform. To learn more, visit www.KelloggCompany.com or www.OpenforBreakfast.com and follow us on [@KelloggCompany](#), [YouTube](#) and on our [Social K corporate blog](#).

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