



For Immediate Release

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Kellogg's® Introduces Frosted Blueberry Pop-Tarts® to Its Made With Whole Grain Line-up

ELMHURST, Ill. — Kellogg's® expands its selection of Pop-Tarts® Made with Whole Grain to include Frosted Blueberry. Pop-Tarts® Made with Whole Grain brings its new Frosted Blueberry flavor to school, specially formulated for K-12 with whole grain flour, enriched wheat flour, a frosted top and filling made with real fruit*.

Available in both 1-count and 2-count packages, each Frosted Blueberry Pop-Tarts® toaster pastry meets USDA K-12 whole grain-rich, 1-grain ounce equivalency and Smart Snacks requirements, making them the perfect grab-and-go breakfast to start the day or midday snack. Fully baked and fun to eat right from the pouch, Frosted Blueberry Pop-Tarts® save K-12 operators valuable preparation time while increasing tray line and á la carte participation. Frosted Blueberry will strengthen the popular Pop-Tarts® Made with Whole Grain portfolio, offering fun flavors operators want to serve and students want to eat.

To learn more about new Pop-Tarts® Made with Whole Grain Frosted Blueberry, visit 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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*Filling made with equal 10% real fruit