



For Immediate Release

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Kellogg's® Introduces the New Gardenburger® Roasted Garlic & Quinoa Burger

Delicious Flavor, Clean Label

ELMHURST, Ill. (September 28, 2017) — Plant-based proteins are growing in popularity, even outpacing the growth of animal protein with 7.1 percent category growth¹. Join the plant-based protein revolution with *Kellogg's®*, the number one plant-based protein partner², by offering the new [Gardenburger® Roasted Garlic & Quinoa Burger](#). Quinoa is an on-trend menu item that customers love and operators trust, with a 353 percent increase in menu inclusion since 2012³.

Made with quinoa, lentils and roasted garlic, the new burger is Non-GMO Project Verified and uses vegan ingredients. Blending organic quinoa, brown rice and bell peppers, the burger represents a strong flavor foundation for menu creativity. For a spicy sweet sandwich, try menuing a Roasted Garlic & Quinoa Bahn Mi, or for a vegetarian take on south of the border tacos, serve Roasted Garlic & Quinoa Mexican Street Tacos.

To learn more about the new *Gardenburger®* Roasted Garlic & Quinoa Burger, visit <https://www.kelloggsspecialtychannels.com/home/culinarycreations>

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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¹ NPD Supply Track, 52 weeks ending Feb. 2016

² NPD Supply Track, latest 12 months ending January 2017

³ Datassentials, 2016 Trends