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KELLOGG'S® UNVEILS PROTEIN AND GRAIN COMBINATIONS AT FIRST-EVER RECHARGE BAR

Families are invited to try Kellogg's new cereal and milk combinations and experience a series of special events to make mornings extraordinary

BATTLE CREEK, Mich., June 23, 2014 – Today marks the grand opening of the *Kellogg's*® Recharge Bar to educate families about the power of protein and grains found in a serving of *Kellogg's* cereal and one cup of skim milk – America's #1 breakfast. When it comes to nutrition at breakfast, there's a lot of information out there and a recent survey revealed that when hearing "protein and grains," only 20 percent¹ of Americans think of cereal and milk.

"I'm excited to be a part of the opening of *Kellogg's* Recharge Bar to show everyone how easy it is to get a nutritious breakfast with a bowl of cereal and milk," said Emmy-award nominated physician Dr. Travis Stork. "A bowl of cereal and one cup of milk is a great way to start the day with the right combination of protein and whole grains."

Located at 1701 Broadway Avenue, on W 54th Street and Broadway, the *Kellogg's* Recharge Bar will be open to the public for free June 24-27, from 7 a.m. to 2 p.m. daily. Attendees can enjoy a free breakfast of *Kellogg's* new cereal and milk combinations, alongside exciting performances from top celebrities. Seating is limited, so those arriving will be granted access on a first come, first serve basis.

Chef, owner and founder of Milk Bar, Christina Tosi, will unveil her unique and delicious combinations of protein and grains including; The King, Banana Nut, Pistachio Lemon, Cinnamon-Apple, Berry Au-Lait and the Tropical Mermaid. Combinations include *Kellogg's* favorites – *Kellogg's Frosted Mini-Wheats*®, *Kellogg's Raisin Bran*®, *Special K*® *Original*®, *All-Bran Bran-Buds*® and *Kellogg's Frosted Flakes*® - combined with extra protein - skim milk, 2% milk, Milk Bar cereal milk™ - and topped off with tasty, innovative flavor boosts such as ground coffee, lemon zest, almond butter and fruit.

While enjoying a Tosi-created protein and grain combination, or mixing their own customizable mix of *Kellogg's* cereal and milk, visitors can experience performances from the following celebrities throughout the week:

- **Tuesday, June 24:** Emmy-award nominated physician, Dr. Travis Stork, celebrity chef, Christina Tosi, and *Kellogg's* welcome families to the grand opening of *Kellogg's* Recharge Bar – serving up tasty protein and grain combinations.

¹Online survey of 1,000 nationally representative Americans (ages 18+), conducted by an independent, third-party research firm 5/27/14 – 6/2/14

- **Wednesday, June 25:** Grammy award-winning group, The Roots, will energize families in attendance with a one-of-a kind, cereal-and-milk-inspired performance of the *Kellogg's* cereal and milk song.
- **Thursday, June 26:** Emmy award-winning choreographer Derek Hough will put his energy into action by revealing and teaching the cereal and milk dance move.
- **Friday, June 27:** Meet and greet with iconic *Kellogg's* characters, Cornelius “Corny” Rooster and Tony the Tiger.

Keep up to date with the happenings at the *Kellogg's* Recharge Bar on [instagram.com/kelloggsus](https://www.instagram.com/kelloggsus), twitter.com/KelloggsUS, www.youtube.com/user/KelloggsUS and www.facebook.com/Kelloggs.

To learn more about how a serving of cereal and one cup of skim milk offers a tasty combination of protein and grains that helps recharge your body, visit Kelloggs.com/CerealAndMilk.

About Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2013 sales of \$14.8 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Our brands – *Kellogg's*®, Keebler®, Special K®, Pringles®, *Kellogg's* Frosted Flakes®, Pop-Tarts®, *Kellogg's* Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Mini-Wheats® and more – nourish families so they can flourish and thrive. Through our Breakfasts for Better Days® initiative, we're providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families in need around the world by the end of 2016. To learn more about Kellogg, visit www.kelloggcompany.com or follow us on Twitter @KelloggCompany.

About Dr. Travis Stork

Dr. Travis Stork is a board-certified emergency medicine physician and host of the Emmy® award-winning talk show, *The Doctors*. He graduated Magna Cum Laude from Duke University and earned his M.D. with honors from the University of Virginia. Dr. Stork is Chairman of the Medical Advisory Board for MDLIVE, a leading telehealth provider of online and on-demand healthcare services. He is on the Medical Advisory Board for *Men's Health* magazine and is *The New York Times* bestselling author of *The Doctor's Diet*, *The Lean Belly Prescription*, as well as *The Doctor Is In: A 7-Step Prescription for Optimal Wellness*.

About Christina Tosi

Christina Tosi is the chef, owner and founder of Milk Bar, called “one of the most exciting bakeries in the country” by *Bon Appetit* Magazine. As founder of the dessert program at Momofuku, Christina helped Momofuku Ko earn two stars from the Michelin Guide and Momofuku Ssäm jump onto restaurant magazine's top 100 restaurants in the world list. She is the 2012 recipient of the James Beard Rising Star Chef award and a finalist for the 2014 James Beard Outstanding Pastry Chef award. Christina lives in Brooklyn, NY with her three dogs.

About Derek Hough

Emmy Award winning Derek Hough, the only five time champion in franchise history of the hit ABC show *Dancing with the Stars*, started dancing in his hometown of Salt Lake City, UT, at age 11. A multi-talented entertainer and five-time Emmy nominee for choreography, Hough was recently seen in a starring role for director Duane Adler and producer Robert Cort in *Make Your Move* which premiered earlier this

year. This summer, he has teamed with his sister Julianne for a live stage dance concert MOVE Live On Tour performing in 50 cities around the country.

About The Roots

Formed in 1987, in Philadelphia, PA, the legendary Roots Crew, consists of Black Thought (MC), Ahmir “Questlove” Thompson (drums), Kamal Gray (electronic keyboards), F. Knuckles (percussion), Captain Kirk Douglas (electronic guitar), Damon Bryson (sousaphone) and James Poyser (electronic keyboard). Having previously released twelve projects, The Roots have become one of the best known and most respected hip-hop acts in the business, winning four Grammys, including “Best R&B Album” for *Wake Up!*, “Best Traditional R&B Vocal Performance” for “Hang in There” (with John Legend) and “Best Group or Duo R&B Vocal Performance” for “Shine.” The ensemble was most recently nominated for “Best Rap Album” for the 2011 release of *undun*. This brings the band’s GRAMMY nomination count to twelve. Additionally, The Roots have also become the faces of Philly’s “Fourth of July Jam,” an annual concert held during the Fourth of July with the biggest names in music, and “The Roots Picnic,” a yearly star-studded mix of musicians, that has become a celebrated institution during awards season. Recently The Roots were named one of the greatest live bands around by *Rolling Stone* and became the official house band on *The Tonight Show starring Jimmy Fallon* where they currently perform every Monday- Friday.

Suggested Tweets:

- [Click to tweet:](#) @KelloggsUS This week @KelloggsUS celebrates its first ever protein and grain bar with new cereal and milk combinations #CerealandMilk
- [Click to tweet:](#) Ever tried sprinkling ground coffee on your morning cereal? Try this and other tasty combinations at *Kellogg’s* Recharge Bar #CerealAndMilk

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