



Contacts:

Alina Blackford
Krispr Communications
312-240-3122

Alina.Blackford@krispr.com

Media Hotline
Kellogg Company
269-961-3799

media.hotline@kellogg.com

KELLOGG'S® PARTNERS WITH DR. TRAVIS STORK TO SPREAD THE IMPORTANCE OF PROTEIN AND WHOLE GRAINS TO HELP START THE DAY RIGHT

Stork helps families recharge, rebuild and refuel with a bowl of cereal and milk

BATTLE CREEK, Mich., June 9, 2014 – *New York Times* best-selling author, Emmy nominated TV personality and board-certified emergency medicine physician, Dr. Travis Stork, is partnering with *Kellogg's*® to educate families about the importance of breakfast and the positive nutrition they can get from a simple bowl of *Kellogg's* cereal and milk.

Kellogg's® will work to help families cut through the nutrition clutter and educate them on the importance of protein and grains that can be found in a serving of *Kellogg's* cereal and one cup of skim milk to help them fuel right each morning. Grains and protein are essential nutrients that can be found in one serving of their favorite *Kellogg's* cereal, like *All Bran*®, *Frosted Mini-Wheats*®, *Raisin Bran*®, and *Special K*™ Original, and one cup of skim milk. This powerful combination of protein and grains helps recharge the body.

Stork recommends families get protein in every meal as it's essential to satisfying hunger and maintaining a healthy weight. "I am a big believer that breakfast is the most important meal of the day," said Dr. Stork. "It's not just whether you eat it, but what you eat, and having protein with whole grains during breakfast is a great option. Protein is an essential building block for the body and whole grains provide energy. Starting the day with a cereal and milk breakfast, like a bowl of *Kellogg's All-Bran*® and one cup of milk, is an easy and convenient way to get the day started right. "

Additionally, Stork notes the potential benefits of a cereal and milk breakfast*:

- Whole grains help to efficiently refuel after the overnight fast, and protein helps retain and rebuild muscle mass that can be lost daily by the body.
- Cereal and milk is a leading source of 10 nutrients in people's diets, making it a nutritious choice for the number of calories it provides.¹
- A serving of cereal, like *Kellogg's Frosted Mini-Wheats* and one cup of skim milk can provide nutrients many people may not get enough of, including fiber, calcium, Vitamin D and potassium.

¹ NHANES, 2003-2006. Nutrients include: vitamins A, B6, B12 and D; riboflavin; niacin; folate; iron; zinc and thiamin.

*One serving of Kellogg's cereal and one cup of skim milk

- The top three nutrition elements that people say they are looking for in their breakfast are fiber, whole grains and protein. A bowl of cereal and milk can be one the easiest ways to get all three of those elements² and at only 50 cents a bowl³.

“We are so excited to partner with Dr. Stork to spread the news that a bowl of Kellogg's cereal and milk provides the protein and grains you need to start the day right,” said Noel Geoffroy, senior vice president, Marketing & Innovation for Kellogg U.S. Morning Foods. “He is a breakfast supporter and believes in the nutritious combination of cereal and milk.”

Dr. Stork will be working with *Kellogg's* throughout the year, to educate families about the importance of starting the day with a nutritious breakfast to kick start your morning.

To learn more about how a bowl of cereal and 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*.

Suggested Tweets:

- [Click to tweet:](#) @TravisStorkMD helps families fuel right with protein and grains found in @KelloggsUS #Cereal and one cup of skim milk #CerealandMilk
- [Click to tweet:](#) Stay tuned for help on how to recharge, rebuild and refuel with @KelloggsUS #CerealandMilk and advice from @TravisStorkMD

###

² Benefits of Breakfast Omnibus Survey (2014)

³ Kellogg's Cereal: The Complete Story