

## Breakfast and Kellogg's.

Around the world – and for more than 100 years – the two simply go together.

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Whether it's *Special K*, *Frosted Flakes*, *Rice Krispies*, *Kellogg's Corn Flakes*, *Kellogg's Raisin Bran*, *Kellogg's Mini-Wheats*, or any of our other breakfast foods, families all over the world rely on Kellogg's to start their day. They put their trust in us to deliver great-tasting and wholesome foods they are proud to eat, serve and share.

We have a responsibility to bring our best to consumers each day. This is a responsibility we take very seriously. After all, we know how important delicious food is in bringing people together, to share a moment and create a lasting memory.

To continue to earn our place at breakfast tables now and in the future, we have a set of core beliefs that guide us. They are the [Kellogg's Global Breakfast Food Beliefs](#).

-  We believe in the power of breakfast
-  We believe our grain-based breakfast provides a superior start to your day
-  Because grains are at the heart of our breakfast foods, we seek the very best grains, and we believe the best grains are those that are sustainably grown and responsibly sourced
-  We believe in providing great-tasting, high quality breakfast foods that delight families every morning
-  We are committed to contributing to a healthier world through a journey of continually developing better breakfast foods and encouraging a healthy and active lifestyle. When it comes to the nutrition of our cereals, we're giving consumers more of what they want and need, and less of what they are trying to reduce, by:
  - Adding more beneficial nutrients to our Kellogg's cereals, such as protein and Omega-3 fatty acids;
  - Ensuring that our Kellogg's cereals have at least one nutrient that consumers don't get enough of, such as Vitamin D, fiber or iron;
  - Continuing to reduce sugar and sodium in our Kellogg's cereals ; and,
  - Increasing the nutrition education and active lifestyle communications we provide to families around the world.

As our Food Beliefs state, we believe in the power of breakfast. In fact, we know how important it is for people to start their day right, so we are providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families around the world by the end of 2016 through our global *Breakfasts for Better Days™* initiative.

And because grains are at the heart of our breakfast foods, we believe in using grains that are carefully nurtured, sustainably grown and responsibly sourced. At the heart of our [sustainability efforts](#) is a desire to create better tomorrows. We believe in helping communities and families improve their livelihoods and protecting precious natural resources.

As we help build our communities in these ways, we also help ensure that the legacy of our founder, W.K. Kellogg, one of the world's greatest philanthropists, lives on. Grants from our company's largest shareowner --the independent W.K. Kellogg Foundation — help vulnerable children realize their full potential in school, work and life.

Kellogg has been earning a place at breakfast tables since W.K. Kellogg founded our company in 1906, and we are committed to do so for generations to come.

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<sup>1</sup> By 2020, 90 percent of our Kellogg's cereals will have 10 grams of sugar or less per 30 gram serving and we will reduce sodium on average by more than 30 percent across all of our Kellogg's cereals. At least 85 percent of our cereals will have 150 milligrams or less of sodium per 30 gram serving.