

News Release

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Kellogg's partners with Kroger to reboot famous cereal line

Free boxes of cereal to honor Cinnamon Mini Buns return

OXFORD, Ohio – Early this morning, Kellogg's announced the relaunch of its once-famous Cinnamon Mini Buns cereal beginning April 1, 2019. Kellogg Company partnered with The Kroger Company to celebrate the return of the cereal. Kellogg's plans to distribute a coupon for a free box of the cereal on their website, Kelloggs.com, starting April 1. This promotion is only redeemable at Kroger stores.

“Bringing back a product that is nearly 30 years old is equally exciting and challenging,” Steven Cahillan, the CEO of Kellogg Company said. “We want to bring out the child in everyone, and we hope our byers experience the nostalgia Cinnamon Mini Buns has to offer.”

Cinnamon Mini Buns first hit shelves in 1991, advertised as a corn and whole grain cereal packed with cinnamon crunchy taste. “The big taste of cinnamon buns...the fun size of cereal,” the television ad from 1992 said.

Nostalgia is the driving force behind Cinnamon Mini Buns' return. In a world where avocado toast and Keto diets are commonplace, Kellogg's hopes to remind people

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of a much simpler time where cinnamon cereal was a treat enjoyed at the breakfast table, for a snack or even dessert.

“Our most central focus is customer experience. Kellogg's and Kroger are two brands that historically think about their customers first,” Rodney McMullen, CEO of The Kroger Company said, “Because of that, we are very excited to be a part of the Cinnamon Mini Buns relaunch.”

The coupon is available in both mobile and printed format. It is valid through April 15 and it must be presented at check out.

In honor of childhood memories everywhere, grab a free box of Cinnamon Mini Buns. Kellogg's offers a trip back in time. The first ticket is on them.

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ABOUT KELLOGG'S

Located in Battle Creek, Mich., Kellogg Company is a multinational food-manufacturing company founded in 1906 by Keith Kellogg. Its subsidiaries include Keebler, Kashi and Morningstar Farms.

ABOUT KROGER

Headquartered in Cincinnati, Ohio, The Kroger Company is the largest retailing company by revenue in the United States. It was founded by Bernard Kroger in 1883. Kroger subsidiaries include Fred Meyer, Ralphs and Smith's Food and Drug.