

*Kellogg's*<sup>®</sup>

# FOODSERVICE CATALOGUE





# KELLOGG'S HERITAGE

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Kellogg's products have been making Australian life tastier for almost a century.

In 1924 the first corn flake machine was set up in a rented building in the Sydney suburb of Chippendale, churning out our signature, golden Corn Flakes® for the first time ever on Australian soil.

A few years later we had to build a new plant in Botany, where we're still making our original Corn Flakes to this day.

Over this time, we've become an integral part of the Australian way of life, whether through the development of Aussie original cereals like Just Right®, Sustain® and Nutri-Grain®, or sourcing the vast majority of our ingredients from our local farmers – over 94 per cent of our cereals are produced with 70 per cent Aussie ingredients.

Since we opened that Botany factory in 1928, we've produced over four billion kilograms of cereal. We're proud to have played this role in the Australian story and we look forward to producing four billion more.







## WHAT WE BELIEVE

We have been making some of Australia and New Zealand's favourite cereals and snacks for over 90 years, and we take great pride in crafting great tasting, great quality foods for you to enjoy.

Over those 90 years, we have released hundreds of new products, one thing all of these products have in common is our vision – to create foods and brands that matter for you.

We've created our Global Breakfast Food Beliefs that date all the way back to our founder, W.K. Kellogg and shape the way we make our foods today.

### 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 seed the very best grains, and we believe the best grains are those that are sustainably grown and responsibly sourced.

## OUR MISSION STATEMENT

We believe in providing **great-tasting, high quality breakfast foods** that delight families every morning.

We're committed to contributing to a healthier world through a journey of continually developing great-tasting, better breakfast foods while also encouraging a healthy and active lifestyle.



# OUR BRANDS





# FOODSERVICE PORTFOLIO

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Our Foodservice portfolio offers a complete and trusted range of cereals and snacking products to suit customer and consumer needs.

Through market leading brands such as Nutri-Grain®, Just Right®, and Coco Pops®, there is a range of different pack sizes, from bulk cereal for high volume operators through to portion control packs for individual serves.

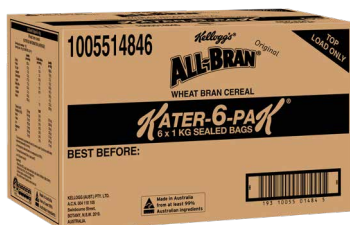
Snacking is on the increase in and out of the home. Our leading range of snacks incorporates family favourites including Pringles® chips and SuniBrite® muesli bars. Our snacks are a great alternative to confectionery without compromising on taste. They are a portable and convenient solution for consumers.





# KATER PACKS / BULK

The most cost-effective option, with 6kg in each carton, this is the largest pack format in the Kellogg's range. Suitable for mid to high volume customers, the individually sealed bags (6) provide freshness and ease of product management as a dispensable catering solution.



Kellogg's® All-Bran® Kater Pack 6x1kg  
**PROD. CODE: 1005514846**



Kellogg's® Coco Pops® Kater Pack 6x1g  
**PROD. CODE: 1005511846**



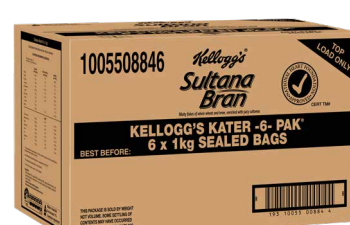
Kellogg's® Nutri-Grain® Kater Pack 6x1kg  
**PROD. CODE: 1005549846**



Kellogg's® Corn Flakes Kater Pack 6x1kg  
**PROD. CODE: 1005501846**



Kellogg's® Just Right® Kater Pack 6x1kg  
**PROD. CODE: 1005535846**



Kellogg's® Sultana Bran® Kater Pack 6x1kg  
**PROD. CODE: 1005508846**



Kellogg's® Rice Bubbles® Kater Pack 6x1kg  
**PROD. CODE: 1005505846**



Kellogg's® Special K® Kater Pack 6x1kg  
**PROD. CODE: 1005516846**



Kellogg's® Sustain® Kater Pack 6x1kg  
**PROD. CODE: 1005543846**

# PORTION CONTROL SACHETS

Single serve sachets provide your customers cereal brands they know & trust in the most hygienic format. Supported and certified by Australian Arthritis Association, this easy to open and brand recognisable pack format provides great taste, quality, and freshness each time.



Kellogg's® All-Bran® sachet 30x50g  
**PROD. CODE:** 1005510285



Kellogg's® Coco Pops® sachet 30x35g  
**PROD. CODE:** 1005510274



Kellogg's® Sustain® sachet 30x45g  
**PROD. CODE:** 1005510284



Kellogg's® Muesli Cranberry Apple  
sachet 30x40g  
**PROD. CODE:** 1005510564



Kellogg's® Corn Flakes Gluten Free  
sachet 30x30g  
**PROD. CODE:** 2756021845



Kellogg's® Corn Flakes sachet 30x25g  
**PROD. CODE:** 1005510252

Kellogg's® Corn Flakes sachet 150x25g  
**PROD. CODE:** 1005510236



Kellogg's® Nutri-Grain® sachet 30x25g  
**PROD. CODE:** 1005510272

Kellogg's® Nutri-Grain® sachet 150x25g  
**PROD. CODE:** 1005510241



Kellogg's® Just Right® sachet 30x40g  
**PROD. CODE:** 1005510275

Kellogg's® Just Right® sachet 150x40g  
**PROD. CODE:** 1005510248



Kellogg's® Rice Bubbles® sachet 30x25g  
**PROD. CODE:** 1005510271

Kellogg's® Rice Bubbles® sachet 150x25g  
**PROD. CODE:** 1005510238



Kellogg's® Sultana Bran® sachet 30x40g  
**PROD. CODE:** 1005510283

Kellogg's® Sultana Bran® sachet 150x40g  
**PROD. CODE:** 1005510249



Kellogg's® Special K sachet 30x30g  
**PROD. CODE:** 1005510273

Kellogg's® Special K sachet 150x30g  
**PROD. CODE:** 1005510245

**ENDORSED BY  
ARTHRITIS ASSOCIATION**





# PORTION CONTROL HOSPITAL SACHETS

This range of single serve sachets has been developed in consultation with hospital requirements. They provide a consistent approach to portion size, enabling easier management of nutritional & dietary needs.



Kellogg's® Rice Bubbles® sachet HO 30x30g  
**PROD. CODE:** 1005510304



Kellogg's® Sultana Bran® sachet HO 30x30g  
**PROD. CODE:** 1005510306



Kellogg's® Just Right® sachet HO 30x30g  
**PROD. CODE:** 1005510305



Kellogg's® Corn Flakes sachet HO 30x30g  
**PROD. CODE:** 1005510303



Kellogg's® Corn Flakes Gluten Free  
sachet 30x30g  
**PROD. CODE:** 2756021845



Kellogg's® Muesli Cranberry Apple  
sachet 30x40g  
**PROD. CODE:** 1005510564

# CEREAL BOWLS

Ideal 'on-the-go' portable breakfast solution to cater for convenience and busy lifestyles by providing you the perfect serve in a ready to use bowl.



Kellogg's® Coco Pops® bowl 6x30g  
**PROD. CODE:** 1005510483



Kellogg's® Nutri-Grain® bowl 6x30g  
**PROD. CODE:** 1005510482



Kellogg's® Corn Flakes bowl 6x30g  
**PROD. CODE:** 1005510488



Kellogg's® Just Right® bowl 6x45g  
**PROD. CODE:** 1005510485



Kellogg's® Sultana Bran® bowl 6x45g  
**PROD. CODE:** 1005510484

Kellogg's® Just Right® bowl 48x45g  
**PROD. CODE:** 1005532057

Kellogg's® Sultana Bran® bowl 48x45g  
**PROD. CODE:** 1005508110

# RETAIL PACKS

## CEREAL

Designed for service straight from the box, Kellogg's offers a range of grain-based breakfast cereals to meet the needs of your customers. More suited for low to medium service requirements. For the full range please visit our website [www.kelloggfoodservice.com.au](http://www.kelloggfoodservice.com.au)

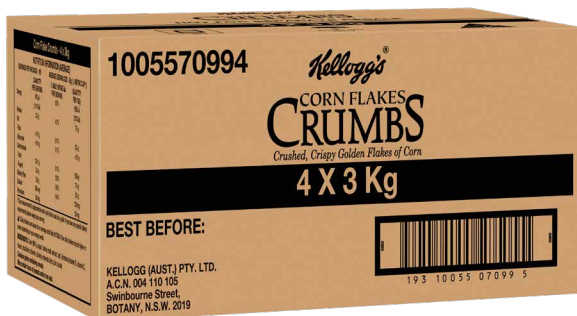


## SNACKS

Snacking is on the increase in and out of the home across multiple occasions and our leading range of snacks are a great solution for consumption in a portable and convenient pack format. For the full range of our snacks products please visit our website [www.kelloggfoodservice.com.au](http://www.kelloggfoodservice.com.au)



## CORN FLAKES CRUMBS



Convenient Kellogg's Corn Flakes Crumbs are a kitchen time saver with finely-ground corn flakes that are ready for use across foodservice. An all-purpose, versatile crumb coating that starts with the original flavour and crunch of Corn Flakes cereal that can be used across sweet and savory recipes and ingredients. Available in both bulk and box format.

Kellogg's® Corn Flakes Crumbs 4x3kg  
**PROD. CODE:** 1005570994





# PRINGLES

Discover the incredible flavours from the original stackable snack, with a savoury potato taste, that's uniquely shaped and perfectly seasoned chip, Pringles! Experience the irresistible crunch and delicious flavour in every bite through our range of grab & go, lunchbox and share formats.

42g



Original 12x42g

PROD. CODE: 8646711878



Sour Cream & Onion 12x42g

PROD. CODE: 8646711879



ALSO  
AVAILABLE  
IN MINIS



53g



Original 12 x 53g

PROD. CODE: 8646711873



Sour Cream & Onion 12x53g

PROD. CODE: 8646711874



Salt & Vinegar 12x53g

PROD. CODE: 8646711875

134g



Pringles Original 12x134g

PROD. CODE: 8646711869



Sour Cream & Onion 12x134g

PROD. CODE: 8646711870



Salt & Vinegar 12x134g

PROD. CODE: 8646711871



Barbeque 12x134g

PROD. CODE: 8646711868



LOOK OUT FOR OUR NEW ROTATIONAL  
FLAVOURS AND OFFERS ACROSS OUR RANGE



## SUPPORTING THE COMMUNITY

Over the last 10 years, we've provided 3 billion servings of food to people in need, supported 329,000 farmers through climate-smart agriculture programs and reduced greenhouse gas emissions to the equivalent of taking 510 million kilometres off the road.

Locally, through our current Breakfast For Better Days program, we've donated approximately 25 million serves of food to Aussies and Kiwis in need since 2014, and we're committed to continue doing our part to support local communities in need.

We know that people care about where their food comes from, the people who make and grow it, and that there's enough for everyone. That's why we have been long time supporters of hunger relief programs – from donations to Foodbank to school breakfast clubs, and in 2013 we introduced our global Breakfasts for Better Days initiative to donate 1 billion serves of cereal and snacks to children and families in need.

We have also been working with the Clontarf Foundation for several years, supporting their mission to help close the gap between indigenous and non-indigenous Australians, by working to improve the lives of young indigenous men in Australia.



## SUPPORTING AUSSIE FARMERS



### WHERE OUR GRAINS ARE GROWN

We source around 30,000 tonnes of grain every year from Aussie farmers all around the country. See where our grains are grown on the map shown.

#### CORN

The Peters from the Queensland farming region of the Darling Downs have supplied corn to Kellogg's since the 1950s.

#### WHEAT

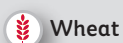
Manildra producer Terry Cotton's family has been supplying wheat to Kellogg's since 1943; that legacy is now carried on through his daughters Jacqueline, Alexandra, Fiona and Victoria.

#### RICE

The Morshead family have been supplying rice to Kellogg's (through SunRice) for over 50 years now.



Corn



Wheat



Oats



Barley



Rice



Rye



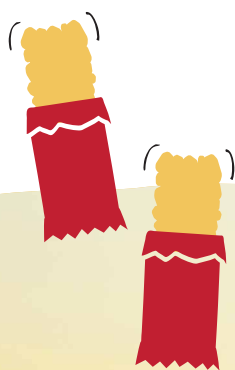
Triticale



## CONSERVING NATURAL RESOURCES BY REDUCING WATER, ENERGY & WASTE

We believe we have a responsibility to protect our planet and ensure generations to come have enough essential resources for the next 110 years and beyond. That's why we have committed to conserving natural resources by reducing the amount of water and energy used by our offices and factory in Botany, as well as reducing the amount of waste we produce.

We have done this through a whole range of initiatives to improve the efficiency of our plant, more accurately capture and track data and partnering with organisations that can help improve the environmental impact of our products, even after they leave our warehouses & reach your home.



## ONE STEP CLOSER TO A MORE SUSTAINABLE PLANET

**Our world is facing a significant crisis: more than 900 million people face a future of food insecurity brought on by a growing population, climate vulnerability and severe malnutrition.**

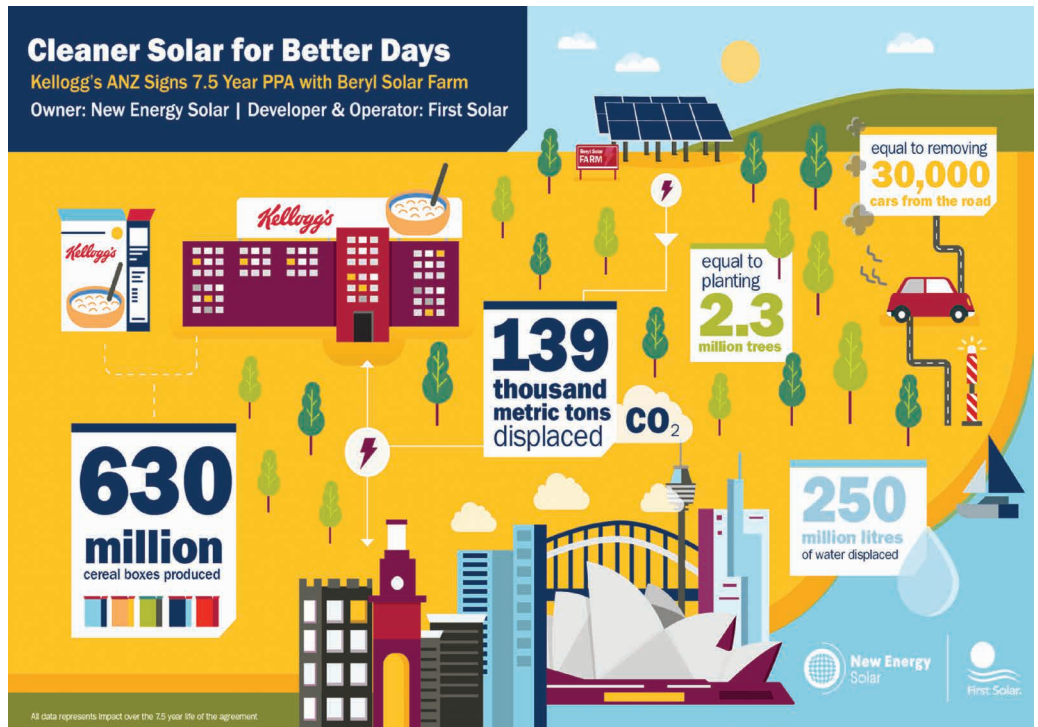
**Kellogg's launched our new global responsibility initiative Better Days, which is committed to helping end hunger and create better days for 3 billion people by the end of 2030.**

**We're really excited to share another historic milestone in our journey to do the right thing by our planet, conserving natural resources all along the value chain - from responsibly sourcing ingredients and reducing food waste, to providing recyclable, reusable or compostable packaging.**





And we're not stopping at sustainable energy. Here are some of the other ways we're making changes to reduce our environmental impact...



## RECYCLABLE PACKAGING

We committed to making sure that 100% of our packaging will be reusable, recyclable or compostable by 2025, and we're well on our way to achieving this. Today, around 98% of our packaging is recyclable – either via kerbside for our cereal and snack cartons or through REDcycle for cereal bags and snack wrappers.

## REDUCING WATER USE

Right now, we're facing intense pressure globally as water scarcity, urbanisation and population growth continue to increase.

Since improving and increasing the digitisation at our factory and installing 40 water meters, we're proud to say that we've reduced our water usage by over 45% in the last two years. We're continuing to find ways to minimise our water use - not only here at Kellogg's but also in the communities we work with to source ingredients.

## WASTE REDUCTION

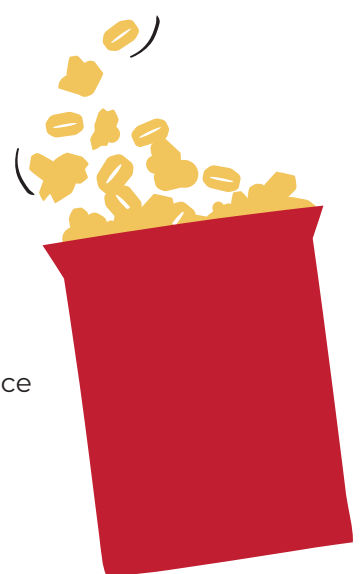
We take a holistic view of waste across our value chain and are currently focusing on three key areas:

- ✓ Total waste reduction across our operations
- ✓ Food loss and organic waste in our operations and supply chain
- ✓ Packaging used for our foods

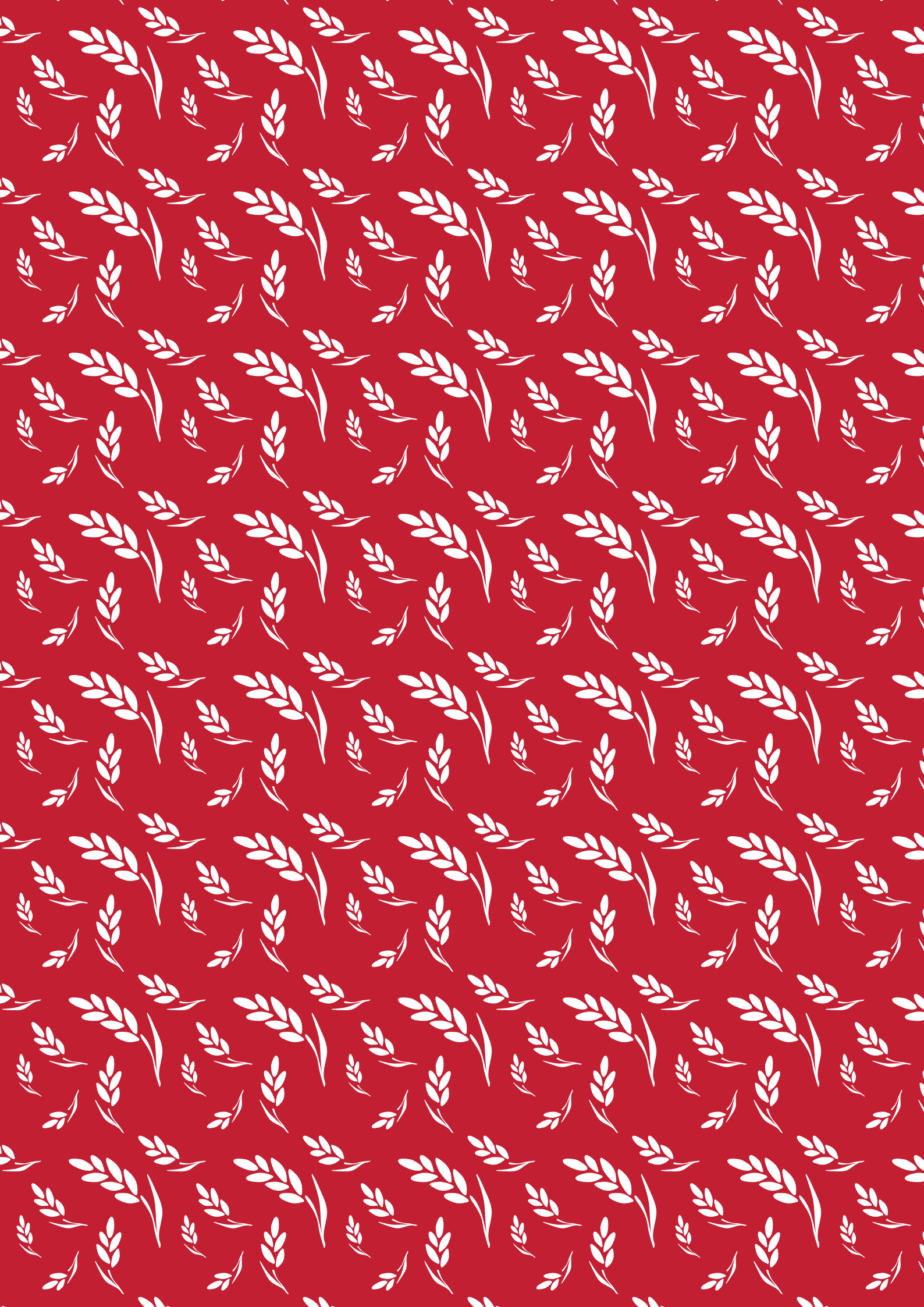
By driving waste reduction in these areas of our Botany factory, we've been making great progress in the reduction of waste, with now only 4.85% of waste being sent to landfill.

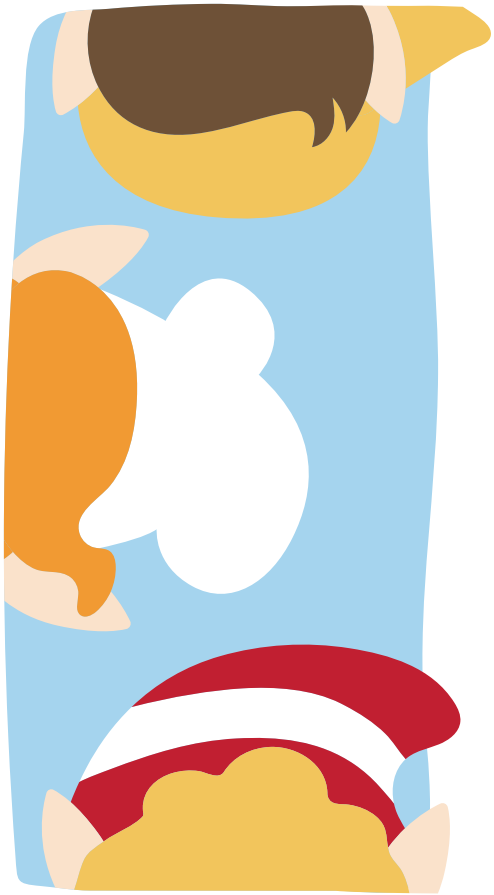
We also removed all single-use plastics from our offices and factory, which has resulted in a staggering 600,000 items annually no longer going to landfill!

We're really proud of the work we're doing. As we move forward with our Better Days™ commitments, we look forward to finding new and innovative ways to reduce our impact on the environment and help protect our planet.









**Kellogg's®**

## CONTACT US

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### TRADE ONLY

To explore opportunities with Kellogg's cereals and snacks, call us and ask for your local State Account Manager.

AUSTRALIA 1800 000 474

NEW ZEALAND 0800 881 889

Email [kellogg.foodservice@kellogg.com](mailto:kellogg.foodservice@kellogg.com)

Web [www.kelloggfoodservice.com.au](http://www.kelloggfoodservice.com.au)

### CONSUMER ENQUIRIES

If you have a consumer enquiry, please call 1800 000 474.