



We always do our utmost to offer the best price we can.

Don't Miss Out

Our Kellogg's Range



Reasons to stock this range:

Kellogg's cereals are purchased by 59% of UK households

Strong brand recognition and repeat purchases

Crunchy Nut is the number one cereal brand in UK convenience stores

Proven traffic-driving SKUs for impulse and planned purchases alike

Smylies Top 5 Cereals

5053827182980



375g

5059319024196



470g

5059319021836



5059319030517



450g

5059319005492



380g

Smylies Top 5 Cereal Bars

5059321007477



99 kcal per bar

x4

5059321007507



82 kcal per bar

x4

5059321007538



83 kcal per bar

x4

5050083449031



Key Traffic Drivers:

- Core brands such as Corn Flakes, Coco Pops, Rice Krispies and Crunchy Nut benefit from strong shopper loyalty and habitual repeat purchase behaviour.
- NPD drives growth - Newer launches such as Oaties, Krave variants and Crunchy Nut flavour extensions help keep the fixture relevant and modern.
- Merchandising cereals next to tea, coffee, bread and breakfast drinks increases linked purchases. Convenience retailers can also drive incremental sales by placing cereal bars and portable formats near food-to-go fixtures.
- Category segmentation improves shopper navigation. Group Kellogg's products by mission e.g. indulgence (Crunchy Nut, Krave), family (Coco Pops, Frosties), wellness (Special K, Bran Flakes.) This helps improve conversion and shopability.