

Press release



Thursday, 9 April 2020

## Kellogg provides food and donations to help communities across Europe

Cereal and snacks giant Kellogg Company and its charitable funds has pledged more than €1.5 million in food and cash to help those in need across the European region.

Working with its charity partners, the company will distribute more than 15 million servings of food, which equates to 66 truckloads and 460 tonnes, to food banks and feeding programmes in France, UK, Italy, Spain, Germany, Belgium, the Netherlands and Ireland.

In addition to food, Kellogg Company and its charitable funds will be donating €500,000 in cash to help with the distribution of this food, and to support its food bank partners across Europe, to ensure that food is delivered to those who need it most.

Bruce Learner, Senior Manager Corporate Social Responsibility Europe, commented, *“This is a very sad and difficult situation for so many people and inevitably in these troubling times those impacted the most are those who are least able to cope. That’s why, we are doing our part by providing much needed food and cash donations to food banks across Europe to support the vital work they are doing. Our goal is to get as much food as we can to the people who need it most.”*

*“The European Food Banks are committed to play a key role in this crisis and the collaboration with Kellogg is a concrete gesture of closeness in period of social distancing. On behalf of our network of 421 Food Banks we are very grateful to Kellogg for their continued support to our activity in Europe and we are looking forward to working together more and more.”* commented Angela Frigo, Secretary General, European Food Banks Federation.

Kellogg has a long history of helping to deliver support to families and children in need through its Better Days purpose platform, launched in 2013. To date, Kellogg Company and its charitable funds have committed almost €7 million in cash and food to support COVID 19 global hunger relief efforts.

Kellogg Europe is also supporting the Publicis **‘Shop Responsibly’** campaign, which encourages people to: stay home, stay safe, respect elderly people and health workers’ shopping hours, keep two metres apart and only buy what’s needed.

**ENDS**

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Notes to editors: For more information please visit [www.kelloggcompany.com](http://www.kelloggcompany.com) or watch <https://youtu.be/jXx8rDUQREg>.

### **About Kellogg Company**

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include *Pringles*®, *Cheez-It*®, *Special K*®, *Kellogg's Frosted Flakes*®, *Pop-Tarts*®, *Kellogg's Corn Flakes*®, *Rice Krispies*®, *Eggo*®, *Mini-Wheats*®, *Kashi*®, *RXBAR*®, *MorningStar Farms*® and more. Net sales in 2019 were approximately \$13.6 billion, comprised principally of snacks and convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating *Better Days* for 3 billion people by the end of 2030 through our *Kellogg's® Better Days* global purpose platform. Visit [www.KelloggCompany.com](http://www.KelloggCompany.com) or [www.OpenforBreakfast.com](http://www.OpenforBreakfast.com).

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