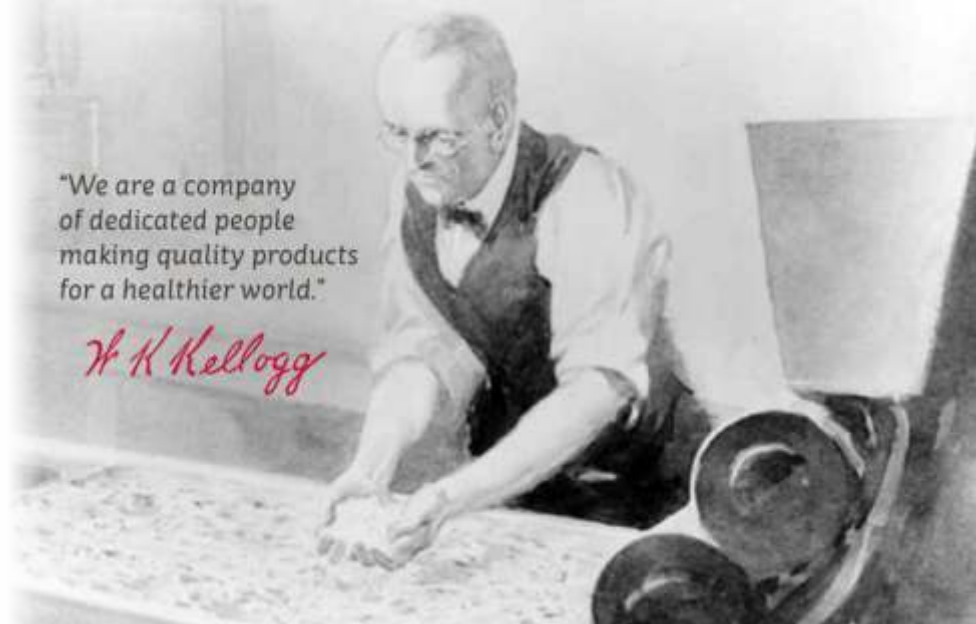


Nutrition Heritage



Over 100 years ago, W.K. Kellogg outlined a simple company ethos, 'We are a company of dedicated people making quality products for a healthier world' which is still followed by Kellogg's today. Good nutrition and simple grains lie at the heart of our company, our products and our heritage.

Healthy foods from the start

Kellogg's is one of the most successful food companies and can trace its origins to a philosophy that urged people to improve their health by changing their eating habits. The founder, William Keith Kellogg, believed that diet played an important role in a healthy lifestyle and that the most important meal of the day was breakfast. W.K. Kellogg and his brother, Dr. John Harvey Kellogg, invented the first breakfast cereal in 1894 at the Battle Creek Sanitarium in Michigan, USA. During experiments into new, healthy grain-based foods, they accidentally discovered the process for flaking wheat. Kellogg's Corn Flakes were subsequently developed in 1898. At first they were made from the whole kernel and their acceptance was limited. Then, it was discovered that a much tastier flake was produced by adding malt flavouring and by using the heart of the corn kernel only.

Kellogg's today

W.K. Kellogg's vision changed the way the world regards breakfast and food. His belief in the health benefits of a grain-based diet and the importance of the breakfast meal have since been unanimously confirmed through research conducted by top nutrition experts. More than a century later, we uphold this legacy by responding to consumer preferences, as well as incorporating scientific breakthroughs, in our continuing journey to enhance the nutrition delivered through our foods. We closely monitor the latest science and actively support new research to understand how our company can contribute to consumer health and wellness. Today, Kellogg's is the number one cereal brand world-wide and remains committed to the philosophy of its founder: promoting a healthy diet.

Grain - nature's best ingredient

Kellogg has continually sought to enhance the nutritional benefits offered by its food products. The company always

selects the finest grains, so as to offer consumers the best quality breakfast cereals. Grains are naturally low in fat and provide valuable carbohydrate energy, so it is easy to see why nutrition experts agree that grain-based foods, such as breakfast cereals, are the ideal basis for a healthy diet.

Spreading the message of good nutrition

W.K. Kellogg began a continuing tradition of providing people with the latest information about nutrition and advice on choosing a healthy diet. In the 1930s Kellogg's was the first company to print nutrition messages, recipes and product information on their cereal packs. The company introduced voluntary nutrition labeling a decade later and full nutrition labelling on packaging was introduced long before this became a legal requirement.

Good nutrition and the Kellogg Company

Kellogg's is committed to providing wholesome, nutritious and tasty products for everyone, of all ages, as well as information on selecting a healthy diet. Through advertising, product packaging and educational materials such as this factsheet, the Kellogg Company continues to bring people important news on nutrition, breakfast and the role its products play in maintaining a balanced diet.

Kellogg Company Ready-to-eat Cereal Nutrition Policy

At Kellogg, we believe our role is to give consumers information they need to make informed dietary choices for both themselves and their families. We also believe that all foods can have a place in the diet – with balance and moderation. These concepts are core to our Kellogg Company Ready-to-eat Cereal Nutrition Policy. We review this policy every year to ensure we provide nutrition information in a transparent and open manner.

Our Company Policy

We are committed to providing an extensive choice of brands worldwide that can help consumers meet their nutrition needs and also provide great taste.

- Decades of nutrition science show that all foods have a place in the diet with balance and moderation, and when coupled

with exercise they can be an integral part of a healthy lifestyle.

- The addition of nutritional components plays a positive role in the diet of consumers. Our brands are nutritionally enhanced in keeping with the following considerations:
 - a. The use of science-based evidence.
 - b. National laws and regulations.
 - c. The nutritional needs and dietary habits of the population.
 - d. Technical feasibility.
- We believe that the enjoyment and appeal of our brands are essential if they are to make a nutritional contribution to the diets of consumers.
- We will keep abreast of the ongoing scientific advancements in nutrition and food research and take this into account as we strive to enhance existing brands and develop new brands.
- We will work with governments and health authorities to help ensure that public health considerations are taken into account.
- We are committed to providing nutrition information and communicating with our consumers in a transparent and open manner so that they can make well-informed food choices.

Milestones in the history of the Company

1894 – An interrupted laboratory experiment at the Battle Creek Sanitarium lead W.K. and Dr. John Harvey Kellogg to invent flaked cereal.

1898 – W.K.Kellogg developed the first flaked corn cereal.

1906 – The Battle Creek Toasted Corn Flake Company is founded by W.K.Kellogg.

1914 – Kellogg's Corn Flakes® is introduced to a new country: Canada. (Later the Kellogg Company spread the goodness of grain around the world by opening factories in Australia, England, Mexico, Japan, India and more. Today Kellogg brightens breakfast in over 180 countries around the world).

1915 – Kellogg introduced Bran Flakes, the first high-fibre cereal, promptly followed by the introduction of Kellogg's All-Bran® one year later.

1922 – The company is renamed The Kellogg Company.

1923 – The Kellogg Company made another bold move and became the first in the food industry to hire a dietitian. Mary Barber started the Kellogg's Home Economics Department and began defining the roles different foods played in proper diets.

1969 – The Kellogg Company was honored to provide breakfast for the legendary Neil Armstrong, Buzz Aldrin and Michael Collins during their ground breaking Apollo 11 trip to the moon.

1994 – Kellogg set up their Indian subsidiary in Mumbai.

1997 – Kellogg opened up the W.K. Kellogg Institute for Food and Nutrition Research – where food scientists, nutritionists and engineers transform wholesome grains and other ingredients into great-tasting and good-for-your-family foods.

1995 – Launched Kellogg's Corn Flakes® and Kellogg's Wheat Flakes® in India.

1996 – Launched Kellogg's Chocos® in India.

2006 – The Kellogg Company celebrated its 100-year commitment to nutrition, health and quality.

2007 – Kellogg India introduced a single serve pouch at Rs. 10/-.

2008 – Kellogg launched its popular brand Special K® that offers simple weight management solution to women.

2010 – Kellogg entered the hot cereal segment with the launch of Kellogg's Heart to Heart Oats.

2013 – Kellogg expanded the hots portfolio with the launch of savoury oats.

Today – We're proudly upholding the values W.K. Kellogg instilled more than 100 years ago – but now we're doing it in 180 countries across the world. Our mission is still to provide you and your family with better breakfasts that lead to better days, and we flake corn the same way W.K. did back in 1898. It just tastes better that way.

Kellogg Nutrition Teams

Kellogg Company's nutrition heritage is reflected in the work of our professionals located around the world, including registered dietitians, regulatory and labeling experts, and doctorate and master-level food and nutrition scientists. Our nutrition teams create resources for consumers, assist in new product development, provide nutrient and ingredient information for packaging, support and conduct scientific research, host continuing education programs and symposiums for health care professionals, and more.

Kellogg commitment to Nutrition Education

Kellogg believes that consumer nutrition literacy is crucial everywhere. That's why we provide education materials to help consumers make informed food choices for themselves and their families – everywhere we are in the world. We do this through on-pack labeling and website content as well as by engaging with consumer groups and hosting various continuing education programs and symposiums for health care professionals.

Supporting Nutrition and Health Organizations

We view industry collaboration as essential in providing meaningful contributions to complex societal issues such as obesity, health and child nutrition. We work with dozens of organizations – including the World Health Organization, International Food and Beverage Alliance and International Life Sciences Institute – to enhance nutrition education and develop solutions to critical nutritional issues.

Healthcare Professionals

Kellogg continuously provides healthcare professionals with credible science and research relating to nutrition and healthy lifestyle issues. We host continuing education programs and symposia along with providing online resources and tools.

What our professional websites provide?

- Research and resources on a variety of topics, including the benefits of breakfast, fibre, weight management and children's health
- Client education tools
- Accredited programs for continuing education

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