



Kellogg Company Fact Sheet

With 2014 sales of \$14.6 billion, Kellogg Company (NYSE: K) is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company.

OUR VISION

To enrich and delight the world through foods and brands that matter

OUR PURPOSE

Nourishing families so they can flourish and thrive

1,600 foods, produced in 19 countries, marketed in more than 180 countries

FOODS THAT DELIGHT

From our kitchen to yours, we take pride in making nutritious, enjoyable foods that are sourced, produced and marketed responsibly. Here are some of our latest innovations:



NUTRITION

A true visionary, W.K. Kellogg aspired to make "quality products for a healthier world." More than a century later, we continue to provide consumers with a wide variety of great-tasting, high-quality foods. We are also committed to educating consumers about nutrition. We do this on-pack as well as through our websites and by engaging with consumer groups and health care professionals.



RESPONSIBLE BUSINESS LEADERSHIP

Driven by our *K Values*™, we deliver solid business results while holding ourselves to high standards.

- We act with integrity and show respect
- We are all accountable
- We are passionate about our business, our brands and our foods
- We have the humility and hunger to learn
- We strive for simplicity
- We love success



DIVERSITY & INCLUSION

We believe diversity and inclusion are essential to living our *K Values*, achieving our business goals and building a stronger company. We are committed to a workforce that reflects the diversity of our consumers and an environment where all employees are included and respected. [Click to learn more.](#)

GLOBAL SUSTAINABILITY

Supporting the livelihoods of individuals, families and communities that rely on us and on whom we depend.

Conserving natural resources where our ingredients are sourced and our foods are made.

Driving consumer demand by building trust and love for our foods.

[Click to learn more.](#)



To continue to earn our place at breakfast tables now and in the future, we have a set of core beliefs that guide us. They are the Kellogg's Global Breakfast Food Beliefs. [Learn more.](#)

Kellogg's Global Breakfast Food Beliefs

1 We believe in the **power of breakfast**



2 We believe **our grain-based breakfast provides a superior start to your day**



3 Because grains are at the heart of our breakfast foods, we seek the very **best grains**, and we believe the best grains are those that are **sustainably grown and responsibly sourced**



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



5 We are committed to **contributing to a healthier world through a journey** of continually developing better breakfast foods and encouraging a healthy and active lifestyle



COMPANY AWARDS

Top Company for Executive Women - (2014) 

World's Most Ethical Companies List - (2014) 

World's Most Admired Companies List - (2014) 

100 Best Companies - (2014) 

Best Global Brands - (2014) 

Top 50 Best Global Green Brands - (2014) 

Best Places to work for LGBT Equality - (2014) 

Top 50 Company for Diversity - (2014) 



OUR HISTORY

W.K. Kellogg founded Kellogg Company in 1906 with his discovery of toasted flakes and a dedication to the well-being of others. Those toasted flakes became world-famous as *Kellogg's Corn Flakes*®. [Learn more.](#)

COMPANY FIRSTS

Long recognized for our commitment to innovation, Kellogg has pioneered many firsts, including:

- The first packages of Kellogg's cereal were made from 100% recycled paperboard, as are nearly all of our packages today (1906)
- First high-fiber cereal – Toasted Bran Flakes (1915)
- First dietitian hired in the food industry (1923)
- One of the first companies to print nutrition, recipe and product information on cereal packages (1930s)
- First cereal fortified with B vitamins – Pep (1938)
- First high-protein breakfast cereal – Special K® (1955)
- First 100-percent fortified cereal created for consumers – Product 19® (1960s)
- Kellogg's Corn Flakes were eaten aboard Apollo 11, the first lunar landing (1969)
- Pringles was the first saddle-shaped potato chip to be packaged in a unique cylindrical can that preserved freshness and protected against breakage (1968)
- Pioneered the use of Guideline Daily Amounts front-of-pack, fact-based information (2005)
- First cereal company to launch a mobile disaster relief center (2013)

Kellogg's Breakfasts for
Better Days™

Inspired by our founder, we strive to make a difference in our communities around the world. Through our *Breakfasts for Better Days*™ global signature cause, we're providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families in need around the world by the end of 2016. We've provided 900 million servings to children and families in need through the end of 2014 – more than 500 million of which are breakfasts. [Click for more information.](#)



About the W.K. Kellogg Foundation

The W.K. Kellogg Foundation (WKKF), established in 1930 as an independent, private foundation by our founder and breakfast cereal pioneer, W.K. Kellogg, is among the largest philanthropic foundations in the United States. As legally separate entities, WKKF receives its income primarily from the W.K. Kellogg Foundation Trust, and the trust is Kellogg Company's largest shareowner. In 2014, the Kellogg Company paid nearly \$137 million in dividends to the Trust to support the Foundation's work with children, families and communities. [Click for more information.](#)



Kellogg's

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