



KELLOGG CANADA GIVES CANADIANS SOME SATISFACTION

Toronto, March 03, 2008 – Kellogg Canada is helping Canadians control their hunger with the launch of *Kellogg's* Special K* Satisfaction**, a great-tasting, whole-grain, low-fat cereal with 10 grams of protein and four grams of fibre per serving. A delicious blend of whole grain flakes, rice crisps, rice-soy squares and crunchy oat clusters, *Kellogg's Special K* Satisfaction** helps keep you feeling fuller longer and able to resist temptation.

According to the Journal of the American College of Nutrition, high-protein diets help people feel fuller for longer periods and protein may help with body weight management.¹ Research has also shown fibre helps you feeling satisfied longer.²

“Studies show that half of Canadians are extremely or very concerned about managing their weight,³ however, finding long-term solutions to help achieve weight loss goals can be challenging,” said Bev Callaghan, Registered Dietitian. “One strategy that I encourage is increasing protein and fibre intake by eating foods like new *Special K* Satisfaction** cereal, which can help keep you feeling fuller longer so that you are better able to resist temptation.”

Managing your hunger starts with breakfast. Those who skip breakfast often do so because they are not hungry or feel they don't have enough time. While breakfast might not seem very important when you've slept through your alarm and are rushing off to work, experts say it is the most important meal of the day.

“Breakfast is a very important meal, particularly for those trying to manage their weight,” said Johanne Trudeau, Director of Nutrition Marketing, Kellogg Canada. “Studies prove that people who eat breakfast are less likely to overeat later in the day and have a healthier body weight than those who skip breakfast.”

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¹Halton TL, Hu FB. The effects of high protein diets on thermogenesis, satiety and weight loss: A critical review. *J Am Coll Nutr* 2004; 23:373-385.

² Burton-Freeman B. Dietary fiber and energy regulation. *J Nutr* 2000;130:272S-275S

³ 2005 Health Omnibus – Synovate

Adding more protein and fibre to your diet is one key strategy to help with weight management. It's also important to eat a healthy diet based on Canada's Food Guide, eat low fat foods, watch your portion sizes and exercise every day.

In addition to being a good source of protein and high in fibre, each one-and-a-quarter-cup serving of *Kellogg's Special K* Satisfaction** is low in fat, trans fat free and a source of 10 essential vitamins and minerals. *Kellogg's* Special K* Satisfaction** cereal is available in grocery stores across Canada and retails for approximately \$5.49/445g box.

For more tips and information on eating well and maintaining a healthy body weight, please visit www.specialk.ca

About Kellogg Canada

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include *Special K**, *Vector**, *All-Bran**, *Kellogg's Corn Flakes**, *Kellogg's* Two Scoops** Raisin Bran, *Eggo**, *Nutri-Grain**, *Rice Krispies**, *Pop-Tarts**, *Kellogg's Frosted Flakes** and *Froot Loops**. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about the importance of a balanced diet and physical activity through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities. For more information, visit the Kellogg Canada Web site at www.kelloggs.ca.

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