

Kellogg's Special K Original Breakfast Cereal Portion Pack 30g



(/Products/Zoom/11368439?shottypid=1&gpeRestricted=False)

Product data

EAN
5053827101554

Target market
GB, IE

Components

Ingredients

Rice (47%)
Wholewheat (37%)
Sugar
Barley (5%)
Malted **Barley** Flour
Salt
Barley Malt Extract
Niacin
Iron
Riboflavin
Thiamin
Vitamin B6
Folic Acid
Vitamin D
Vitamin B12

Allergen Tag Text

For allergens see ingredients highlighted in bold.

Allergy Text

May contain Gluten from other Cereals, Milk.

Nutrition

	/100g	NRV ^A	/30g	NRV ^A	%RI [*]
Energy	1660 kJ		498 kJ		
	392 kcal		118 kcal		€

	/100g	NRV [^]	/30g	NRV [^]	%RI*
Fat	1.3 g		0.4 g		1 %
of which saturates	0.3 g		0.1 g		1 %
Carbohydrate	84 g		25 g		10 %
of which sugars	15 g		4.5 g		5 %
Fibre	6.0 g		1.8 g		
Protein	8.0 g		2.4 g		5 %
Salt	0.84 g		0.25 g		4 %
Vitamins:					
Vitamin D	8.4 µg	168 %	2.5 µg	50 %	
Thiamin	1.8 mg	164 %	0.5 mg	50 %	
Riboflavin	2.3 mg	164 %	0.69 mg	50 %	
Niacin	16 mg	100 %	4.8 mg	30 %	
Vitamin B6	1.4 mg	100 %	0.42 mg	30 %	
Folic Acid	334 µg	167 %	100 µg	50 %	
Vitamin B12	2.5 µg	100 %	0.75 µg	30 %	
Minerals:					
Iron	14 mg	100 %	4.2 mg	30 %	
*Reference intake of an average adult (8400 kJ / 2000 kcal)					
[^] Nutrient reference values (Adults)					

Calculated Nutrition

	per 100g	/30g
Energy (kJ)	1660	498
Energy (kcal)	392	118
Fat (g)	1.3	0.4
of which saturates (g)	0.3	0.1

	per 100g	/30g
Carbohydrate (g)	84	25
of which sugars (g)	15	4.5
Fibre (g)	6	1.8
Protein (g)	8	2.4
Salt (g)	0.84	0.25
Vitamin B6 (mg)	1.4	0.42
Vitamin B12 (µg)	2.5	0.75
Vitamin D (µg)	8.4	2.5
Thiamin (B1) (mg)	1.8	0.54
Riboflavin (B2) (mg)	2.3	0.69
Niacin (mg)	16	4.8
Folic Acid (µg)	334	100
Iron (mg)	14	4.2

Structured Nutrition EU

	/100g	/30g	%RI
Energy	1660 kJ	498 kJ	
Energy	392 kcal	118 kcal	6%
Fat	1.3 g	0.4 g	1%
of which saturates	0.3 g	0.1 g	1%
Carbohydrate	84 g	25 g	10%
of which sugars	15 g	4.5 g	5%
Fibre	6 g	1.8 g	
Protein	8 g	2.4 g	5%
Salt	0.84 g	0.25 g	4%
Vitamin B6	1.4 mg	0.42 mg	

	/100g	/30g	%RI
Vitamin B12	2.5 µg	0.75 µg	
Vitamin D	8.4 µg	2.5 µg	
Thiamin (B1)	1.8 mg	0.54 mg	
Riboflavin (B2)	2.3 mg	0.69 mg	
Niacin	16 mg	4.8 mg	
Folic Acid	334 µg	100 µg	
Iron	14 mg	4.2 mg	

Front of Pack Nutrition

100 g: 1660 kJ / 392 kcal

Reference intake of an average adult (8400 kJ / 2000 kcal)

Nutrition Other Text

Reference intake of an average adult (8400 kJ / 2000 kcal)

Nutrient reference values (Adults)

Reference Intake Statement

Reference Intake Statement - Reference intake of an average adult (8400 kJ / 2000 kcal)

Product Description

NielsenIQ Brandbank Captured Product Name

Kellogg's Special The Original 30g

Alternative Description

Supplier Preferred Product Name - Kellogg's Special K Original Breakfast Cereal Portion Pack 30g

Brand

Kellogg's

Features

- Kellogg's Special K Original breakfast cereal is made with multigrain flakes.
- Kellogg's Special K Original breakfast cereal is a source of fibre.
- Kellogg's Special K Original breakfast cereal contains vitamins B6 and B12.
- Kellogg's Special K Original breakfast cereal is a source of iron and vitamin D.
- Kellogg's Special K Original breakfast cereal contains no artificial colours, flavours, or preservatives.

Standardised Brand

Brand - Kellogg's

Regulated Product Name

Crunchy Rice, Wholewheat and Barley Flakes Fortified with Vitamins and Iron.

Marketing

Company Name

Kellogg's / Kellogg Europe Trading Limited

Company Address

UK: Kellogg's,
Orange Tower,
MediaCityUK,
Salford,
Greater Manchester,
M50 2HF,
UK.

IRL: Kellogg Europe Trading Limited,
Three,
Dublin Airport Central,
Dublin Airport,
Dublin,
Ireland,
K67 Y7E5.

Third Party Logos

- Green Dot

Product Marketing

Start your day with Kellogg's Special K Original breakfast cereal. Kellogg's Original breakfast cereal is made with three grains: rice, wholewheat and barley. Rolled, flaked & toasted. Kellogg's Special K Original breakfast cereal is made with no artificial colours, flavours, or preservatives. A serving of Special K cereal contains ≥15% RI of iron and vitamin B6 which contribute to the reduction of tiredness and fatigue, vitamin D which contributes to the normal function of the immune system and vitamin B12 which contributes to normal energy-yielding metabolism. Enjoy the Special K range as a part of a varied, balanced diet and a healthy lifestyle.

Other Information

TM, ®, © 2023 Kellogg Company. All rights reserved.

Health & Lifestyle

Lifestyle

- Halal
- Kosher
- Suitable for Vegetarians

Allergy Advice

Barley - Contains
Cereals Containing Gluten - May Contain
Milk - May Contain
Wheat - Contains

Storage & Usage

Storage Type

Type

Ambient

Storage

Best before: see top. Store in a cool, dry place.

Date Marking Type

- Best Before

Brandbank Captured Pack Data

Pack Size

30g e

Numeric Size

Numeric Size - 30

Unit (specific)

Unit (specific) - Grams

Pack Type

Type - Box

Customer Services

Manufacturers Address

UK: Kellogg's,
Orange Tower,
MediaCityUK,
Salford,
Greater Manchester,
M50 2HF,
UK.

IRL: Kellogg Europe Trading Limited,
Three,
Dublin Airport Central,
Dublin Airport,
Dublin,
Ireland,
K67 Y7E5.

Return To

Consumer Service
www.kelloggs.com
UK: 0800 626 066
ROI: 1800 626 066
UK: Kellogg's,
Orange Tower,
MediaCityUK,
Salford,
Greater Manchester,
M50 2HF,
UK.

IRL: Kellogg Europe Trading Limited,
Three,
Dublin Airport Central,
Dublin Airport,
Dublin,
Ireland,
K67 Y7E5.

Telephone Helpline

UK: 0800 626 066
ROI: 1800 626 066

Web Address

www.kelloggs.com

Extended Data

