



A good and just world where people are not just fed but fulfilled



**Kellogg is one of Europe's most trusted brands
And we hope that we've earned people's trust for a reason.**

**We started out as the world's original wellbeing company
And one of the first champions of plant-based diets,
Reinventing the ideals of what good food could be.
But our evolution will never be complete.
Because as quickly as the world moves, so do we.
So we raise the bar again today:**

**There's a growing hunger for good in our world
And we choose to feed that hunger, in many different ways**

**We believe that everyone, everywhere deserves good food.
Food that enables
Food that is made responsibly
Food that tastes good
Only by doing all of this, can we call food, truly good food**

**We're proud of our commitment to this.
And we'll keep going forward-**

**As part of our pledge to our planet
We're using more local ingredients and less energy and water to make
our food
Sourcing rice from Spain, sugar beet from France and wheat from the
UK
Doubling our support for farmers, supporting local economies
And encouraging responsible land management.
We're adding ingredients for good to our food
And leaving a lot of sugar behind,
On top of the 34,000 tonnes removed so far.
Sweet? There's no faking it. Artificial sweeteners are coming out of cereals too.**

**In our fight against overpackaging and waste, we've doubled
down.
Today, 66% of our packaging in Europe is recyclable,
By 2025, 100% will be re-usable, recyclable or compostable
We're continuing to reduce the plastic we use
And leading the charge to create a circular plastics economy.**

**In terms of organic waste, we're pledging to reduce it by 50% by
2030
We even use our less perfect cereal to make beer.
So, cheers to that!**

**We're getting even tougher on hunger too
We've been creating breakfast clubs for over 20 years and still
champion their work,
As well as proudly feeding 33 million people through food banks
by 2030,
From Dublin to Madrid, Hamburg to Bucharest,
Because we want to keep supporting the people who need us
most.**

**This is the world we're building,
The change we're leading
And the bar we're setting
So that people are not just fed, but fulfilled.**

**The future is closer than we think.
Let's make it a good one for everybody.**