



Sweet Deal -- Industry Self-
Regulation of Breakfast Cereal
Advertising To Children



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The Kellogg Company

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“Kellogg Company was formed when production of Kellogg’s Corn Flakes® began at W.K. Kellogg’s newly formed Battle Creek Toasted Corn Flakes Company in 1906. The ready-to-eat cereal innovation would change the way people eat breakfast worldwide. W.K. Kellogg’s product innovation and drive for market expansion influences the Kellogg Company and the food industry around the world today.”

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"W.K. Kellogg began worldwide expansion of the company in 1914. By 1938, Kellogg had build plants in England and Australia. After W.K. Kellogg's death in 1951, Kellogg continued to expand its operations, building plants in Latin America and Asia. In 1958 Tony the Tiger® won a contest over Katy the Kangaroo to become the exclusive symbolic character for Kellogg's Frosted Flakes® and a basis of American culture."



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"Kellogg food innovations include breakfast convenience foods like Pop-Tarts® pastries, Eggo® frozen waffles, and Nutri-Grain® bars. Kellogg has established itself as an industry leader with health-conscious, innovative breakfast choices like Special K, All Bran and 19 cereals. "



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"Kellogg continued to expand its operations and innovate by acquiring the vegetarian-based food group Worthington Foods in 1999 and the organic-based food group Kashi Company in 2000. Kellogg also acquired snack leader Keebler Foods Company in 2001. A multi-year global relationship with Kellogg and Disney was formed in 2002 to introduce several new cereal and snack food products to the market. "



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"With 2011 sales of more than \$13 billion, Kellogg Company is the world's leading producer of cereal and a leading producer of snacks and frozen foods. Our well-loved brands produced in 18 countries and marketed in more than 180 countries include Cheez-It®, Coco Pops®, Corn Flakes®, Eggo®, Frosted Flakes®, Kashi®, Keebler®, Kellogg's®, Mini-Wheats®, Pop-Tarts®, Rice Krispies®, Special K®, and many more."



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CR4: 95%

The Industry

Oligopoly composed of the 4 largest firms in the industry;

1.Kellogg 2.General Mills 3.Post 4.Quaker.

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Market Shares

34%
Kellogg's



Quaker and Post
a combined
30%.

