



The main ingredients in
Kellogg's Special K are



**soft winter
wheat**

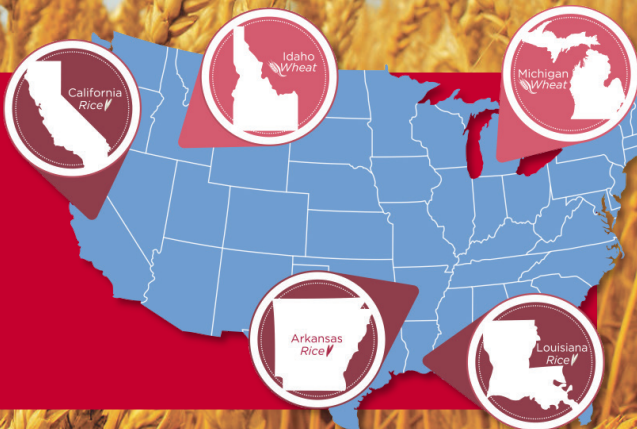


**medium-grain
rice**

Kellogg's

Grown on family-owned farms in Arkansas, California and Louisiana, medium-grain rice is planted March through May and harvested five months later.

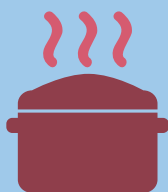
Soft winter wheat is grown on family-owned farms in Idaho and Michigan. It's planted in fall and harvested in summer.



months to grow, hours to cook...

MILLING

Our millers select the highest quality rice and wheat to clean.



COOKING

The rice and wheat are gently steam-cooked under pressure.

FLAKING

The grain blend is gently dried and formed through roller or milled into small pellets until perfect thin flakes are produced.

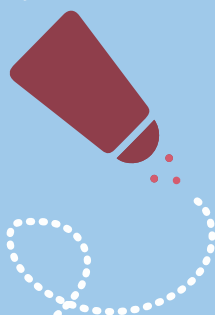


TOASTING

Flakes are quickly toasted in an oven to give them bubbly texture, golden color and toasted flavor.

FORTIFYING & FLAVORING

Vitamins, minerals, salt, malt flavoring and sugar are added.



PACKAGING

We carefully package each box for you to enjoy.

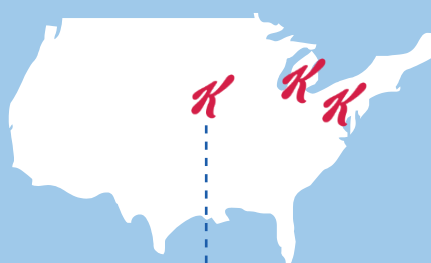


Rita Herford is a soft winter wheat farmer from Michigan.

She, along with other Michigan wheat farmers, participates in the Kellogg's Origins™ Sustainable Agriculture Program. On her 4,000 acre family farm, she implements sustainable farming practices like increasing soil health and water quality for our ingredients.

In 2016, Rita won an award at the White House for her work helping her community understand how food can be grown sustainably.

Kellogg's Special K is proudly made and packaged in Battle Creek, MI, Lancaster, PA, and Omaha, NE



Paulina Gonzalez works in our Special K Omaha cooking facility as an Environmental Health and Safety Specialist.

Paulina's passion for Special K food and her strong will has led her to achieve great success with Omaha's teams conserving water and energy and reducing waste to landfill. Paulina's work in Omaha shows how Special K is committed to keeping women and the planet strong!

GROW. MAKE. ENJOY.