

The Buzz On Natural Honey

(NAPSA)—The market for natural ingredients such as honey is expanding among the adult population in the United States. In fact, last year the category grew by 7.5 percent. Companies are responding with a variety of products that hit the sweet spot with natural ingredients and sweeteners like honey and molasses.

The Kellogg Company, among others, is following this trend by adding a touch of 100 percent



Natural honey is a sweet way to add flavor to favorite foods.

natural honey to Kellogg's Corn Flakes. The cereal provides that subtle taste of natural honey that people want.

"We added just a touch of natural honey to the cereal you grew up loving," said LaKeshia Hatch, brand manager, Kellogg Company. "Taking after the classic, it's still a simple, smart breakfast choice but with a new flavor dimension."

Consumers are looking for foods with more natural ingredients, but in today's challenging times, value is just as important. A bowl of cereal costs less than 50 cents per serving, including milk. Eating a cereal breakfast is not only a smart way to start the day, but with the natural sweetness of honey, it tastes great, too.