Document 0610 This has n't been Kellogg Co. 's year . But the Memphis , Tenn. , facility was n't to begin turning out product until 1993 , so the decision may reveal a more pessimistic long-term outlook as well . ACT-arg Kellogg 's current share is believed to be slightly under 40 % while General Mills ' share is about 27 % . ___TTILL RSTR by its oat-based Cheerios line , General Mills has gained (estre) (ACT-arg) (PAT-arg) (RSTR) (R _____CM)____ CONJ.membe in such core brands as Corn Flakes , Rice Krispies and Frosted Flakes , which represent ev-w2674f1 "Cheerios and Honey Nut Cheerios have eaten away sales normally going ev-w1087f1 _ _ _ _ ev-w1484f3 they are made of oats





