

2 Out Of 3 Girls In U.S. Fail To Get Key Nutrients They Need

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On International Day of the Girl, Kellogg's® Special K® opens a supermarket that helps girls and women rethink nutrition

BATTLE CREEK, Mich., Oct. 8, 2018 /PRNewswire/ -- With 2 out of 3 U.S. girls* and many women missing key nutrients in their daily diets¹, Kellogg's® Special K® will open the Shortfall Supermarket on Oct. 11, the International Day of the Girl, in partnership with the United Nations Foundation's Girl Up to highlight this nutrition gap and the role food plays in living life at full strength.

"After studying key nutrient shortfalls and how they impact the everyday strength of women, we're on a mission to help them answer the call of their bodies with foods that help them feel energized, happy and strong," said Christie Crouch, Special K Director of Marketing. "And because Special K believes in the importance of educating strong girls to become strong women, we are continuing to partner with Girl Up and support their global leadership work."

Open from 8 a.m. to 6 p.m. on Oct. 11 at 198 Allen St. in New York City, the Shortfall Supermarket reframes the grocery shopping experience with aisles organized by nutrients instead of food categories. Upon entry, shoppers learn what shortfalls they may be experiencing based on a quiz that examines their typical shopping habits and how they feel. They'll then be able to shop for items, including Special K foods, that deliver vitamins D and E, calcium, magnesium and fiber, which 2 out of 3 girls and 2 out of 5 women are missing¹. While the Shortfall Supermarket is a free pop-up experience, shoppers can join Special K in supporting Girl Up by donating the value of their groceries to help power the next generation of women.

"Girl Up and Special K have a shared mission of empowering girls around the world," said Anna Blue, the Co-Executive Director of Girl Up. "And Special K is helping Girl Up girls understand that if you are not getting what your body needs then it's harder to go out and change the world."

As a brand that believes strongly in the importance of female strength, Special K foods are now made to deliver the nutrients strong girls and strong women need. As of July, favorites like Red Berries, Fruit & Yogurt and Vanilla Almond cereals now feature whole grains as the first ingredient and a good source of Vitamins D and E and fiber, as well as Vitamins A and C, and an excellent source of iron and B-vitamins. These cereals will be available to try at a Power Up bar inside the Shortfall Supermarket, along with Special K Trail Mix-Inspired Protein Meal Bars that offer a good source of calcium, and samples of new Special K Protein Meal Bars that provide a good source of magnesium.

Together, Special K and Girl Up are helping to fuel young women to be strong in all aspects of their lives. As the exclusive food partner to Girl Up, Special K is providing girls globally with critical nutrition education resources to unlock and support female strength.

To learn more about Special K, Girl Up and the key nutrients that help girls and women live each day at full strength, follow Special K on [Facebook](#), [Twitter](#) and [Instagram](#).

About Kellogg Company

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include *Pringles*®, *Cheez-It*®, *Keebler*®, *Special K*®, *Kellogg's Frosted Flakes*®, *Pop-Tarts*®, *Kellogg's Corn Flakes*®, *Rice Krispies*®, *Eggo*®, *Mini-Wheats*®, *Kashi*®, *RXBAR*® and more. Net sales in 2017 were approximately \$13 billion, comprised principally of snacks and convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating three billion Better Days by the end of 2025 through our [Breakfasts for Better Days](#) global purpose platform. Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

About Girl Up

Girl Up is a global leadership development initiative, positioning girls to be leaders in the movement for gender equality. With resources in five languages and 2,500 Girl Up Clubs in more than 100 countries, we've trained 40,000 girls of all backgrounds to create tangible change for girls everywhere. Girl Up provides leadership training and gives girls tools to become gender equality advocates and activists. Through our programs, girls broaden their social impact skill set, benefit from a platform to tell their stories and apply STEM for social good. Our girl leaders create real policy change at local and national levels, help raise millions of dollars to support United Nations programs that reach tens of thousands of girls around the world and build community-based movements. Girl Up was founded by the United Nations Foundation in 2010, and continues to work across a global community of partners to achieve gender equality worldwide. Learn more at GirlUp.org.

*Adolescent girls, ages 14-18

¹ What We Eat in America, NHANES 2007-2010, individuals 1 year and over (excluding breast-fed children and pregnant or lactating females), dietary intake data. Prepared by the Food Surveys Research Group, Beltsville Human Nutrition Research Center, Agricultural Research Service, U.S. Department of Agriculture.

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