

Kellogg Company Honored as One of the "Best Companies for Diversity Practices" in 2012 by Hispanic Business

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- Kellogg Company named among Best Companies for Diversity Practices in 2012 by Hispanic Business.
- Latino employee resource group integral in Kellogg's recognition as a Best Company in Diversity Practices by Hispanic Business.
- Kellogg Company embraces diverse & inclusive culture grows supplier diversity program and earns recognition for its practices.

BATTLE CREEK, Mich., Sept. 11, 2012 /PRNewswire/ -- Kellogg Company has once again been named among the "Best Companies for Diversity Practices" in 2012 by *Hispanic Business* magazine. The recognition reflects the company's ongoing commitment to modeling and embracing diversity and inclusion.

"Kellogg has a very involved and engaged employee resource group for Latinos that plays an important role in shaping our marketing to consumers as well as our recruiting and retention efforts," said John Bryant, Kellogg President and Chief Executive Officer. "We continue to promote the growth of all of our employee resource groups, which are a tremendous asset to our employees and our business."

Kellogg and other companies identified as among the "Best" by *Hispanic Business* were evaluated on how embedded diversity is in their board leadership and personnel; recruitment, retention and promotion; marketing and community outreach; and supplier diversity.

"We are incredibly proud and honored to once again be recognized by *Hispanic Business*, but we're also mindful that we must continue to earn these accolades every day across our business and within our teams," said Mark King, chief diversity officer for Kellogg Company. "We have great momentum and have made significant strides in nurturing a richly diverse and inclusive culture, but there's always more to do on this journey."

Hispanic Business started publishing its "Best of" list in 2005, and Kellogg has been on the list every year since. For more information, visit www.hispanicbusiness.com.

About Kellogg Company

Driven to enrich and delight the world through foods and brands that matter, Kellogg Company (NYSE: K) is the world's leading producer of cereal, second largest producer of cookies and crackers and - through the May 2012 acquisition of the iconic *Pringles*® business - the world's second largest savory snacks company. In addition, Kellogg is a leading producer of frozen foods. Every day, our well-loved brands - produced in 18 countries and marketed in more than 180 countries - nourish families so they can flourish and thrive. With 2011 sales of more than \$13 billion, these brands include *Cheez-It*®, *Coco Pops*®, *Corn Flakes*®, *Eggo*®, *Frosted Flakes*®, *Kashi*®, *Keebler*®, *Kellogg's*®, *Mini-Wheats*®, *Pop-Tarts*®, *Pringles*®, *Rice Krispies*®, *Special K*®, and many more. To learn more about Kellogg Company, including our corporate responsibility initiatives and rich heritage, please visit www.kelloggcompany.com.

SOURCE Kellogg Company

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