

Kellogg Publishes Fourth Diversity & Inclusion Report
Monday, August 05, 2013 01:00:17 PM (GMT)

Employee Testaments and Resource Group Success Stories among Highlights

-- @KelloggCompany celebrates diversity & inclusion progress and recognitions in new report titled *Features*

-- @KelloggCompany tracks 10-year diversity and inclusion journey with timeline of milestones in new report

-- @KelloggCompany committed to supporting diverse suppliers with more than 200 first-tier supplier companies

BATTLE CREEK, Mich., Aug. 5, 2013 /PRNewswire/ -- Kellogg Company today proudly launched its fourth annual Diversity & Inclusion (D&I) report, titled *Features*, which details the company's efforts toward to be an inclusive organization, reflective of the consumers it serves and the communities in which it operates.

"To realize our vision – to enrich and delight the world through foods and brands that matter – Kellogg must work hard to understand the opinions, expectations and needs of our diverse consumers," says John Bryant, President and CEO. "That's where the talents and valuable insights of our diverse workforce play such an integral role. Our employees help improve our cultural intelligence as an organization, which makes us better prepared to compete."

Examples of other initiatives – along with Kellogg's diversity and inclusion strategy – are detailed in *Features*. For example, Kellogg's Supplier Diversity Program has provided business opportunities for companies owned by members of minority groups, women and veterans with disabilities. Via this program, Kellogg Company now purchases from more than 200 diverse supplier companies and spends more than \$380 million a year with diverse suppliers.

"This year's report is full of stories from the people who make Kellogg such a special place," said Mark King, Kellogg Company's Global Head of Diversity. "It is through their unique talents, experiences and opinions that Kellogg is better prepared to respond with foods and brands that matter to the evolving preferences of our consumers. We're proud of our efforts this year, but we have more to do to enable our growth strategy."

As a testament to the company's progress, Kellogg advanced in *DiversityInc's* 2013 Top 50 Companies for Diversity list, moving up 17 spots to #32. The company also received six other honors from respected external organizations.

The full Diversity & Inclusion report is now available online at www.kelloggdiversityandinclusion.com.

Additional details about Kellogg Company's diversity strategy, along with information about other workplace initiatives – including talent management, employee safety, and employee health and wellness – may be found in its Corporate Responsibility report at www.kelloggcompany.com/CR.

About Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2012 sales of \$14.2 billion, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Every day, our well-loved brands nourish families so they can flourish and thrive. These brands include Kellogg's®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Coco Pops®, Mini-Wheats®, and many more. Because we believe in the power of breakfast, we focus our philanthropic efforts global hunger relief through our *Breakfasts for Better Days™* initiative, providing 1 billion servings of cereal and snacks - more than half of which are breakfasts - to children and families in need by the end of 2016. To learn more about our responsible business leadership, foods that delight and how we strive to make a difference in our communities around the world, visit www.kelloggcompany.com.

SOURCE Kellogg Company

Contacts: Kellogg Media Hotline, 269-961-3799, Kellogg Company, media.hotline@kellogg.com

Countries: United States

Industries: Food & Beverages

Languages: English

Primary Identifiers: K-US

Related Identifiers: K-US

Subjects: Corporate Social Responsibility