

Nickelodeon in partnership with Kellogg's to bring fun and excitement to breakfast with the newly launched Kellogg's Baby Shark Froot Loops cereal

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ViacomCBS Networks Africa (VCNA) kid's channel **Nickelodeon** has partnered with **Kellogg's** to bring magical moments to breakfast with new **Kellogg's Baby Shark Froot Loops** cereal. Kellogg's is one of the leading and well-loved food brands in South Africa, testament to this, Kellogg's was voted the coolest breakfast cereal at the 2020 Sunday Times Generation Next awards.



There is an old saying that goes, breakfast is the most important meal of the day. **Nickelodeon** and **Kellogg's** aim to make breakfast time the most important time of the day by bonding with the family, having fun and providing families with nutritious breakfasts that lead to better days.

*"Together with Nickelodeon, we aim to partner with moms to bring magical moments to breakfast through characters that kids absolutely love, along with on-trend berry fin-tastic flavours and multi coloured food that will nourish kids as they kickstart their day. The new **Kellogg's Baby Shark Froot Loops** cereal box also comes with fun-filled activities to keep the kids busy, which is especially important in times like these. It will transform dull moments, into fun-filled ones for the whole family," commented **Avik Sarkar**, Marketing Director for Kellogg South Africa.*

This exciting collaboration follows an announcement by the kids' channel that the Baby Shark Series will be coming to **Nickelodeon**. **Tasania Parsadh**, Channel Director for Nickelodeon Africa at (VCNA) commented, *"Our mission is to make the world a more playful place and the new **Kellogg's Baby Shark Froot Loops** cereal box allows for that. Kids, together with their parents can cut out characters to play with while singing along to the popular Baby Shark song making breakfast extra special and fin-tastic for the entire family."*

Through arts and craft, **Kellogg's Baby Shark Froot Loops** and **Nickelodeon Africa** want to make the world a more playful place by creating magical moments during breakfast time. An exciting collaboration that's one of a kind! New **Kellogg's Baby Shark Froot Loops** are now making waves in stores. Grab a box and dive into the deliciousness of berry fin-tastic flavour. Yup, they're just that FIN-TASTIC.

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