

Kellogg's

ICM'S

COCO
POPS
Kaleidos



THE MAKING OF KELLOGG'S® BREAKFAST CEREALS



1. RAW MATERIALS

Kellogg's® Rice Bubbles® are transported by truck from the cereal plant to the snacks factory. Quality professionals keep a close check on the quality of the ready made ingredients.

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2. SYRUP MAKING

Using a stainless steel cooker, ingredients are blended to make the special Kellogg's® Coco Pops® Kaleidos formula.

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3. MIXING

Kellogg's® Rice Bubbles® and the syrup are then combined in a continuous mixer.

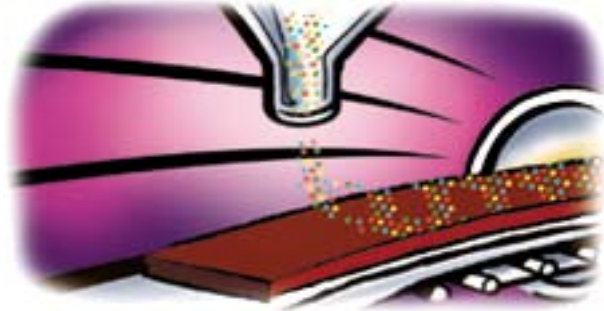
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4. COOLING

The blended ingredients are transferred onto a conveyor belt forming a slab. As the slab travels on the conveyor belt, candy coated choc chips are sprinkled on top. The slab then moves through a cooling tunnel.

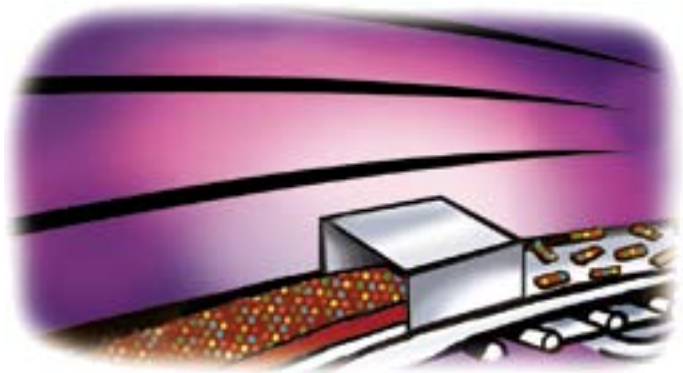
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5. CUTTING

The slab is sliced then cut into bar shapes using a guillotine.

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6. QUALITY ASSURANCE

Every stage in processing, including the final packaging step, is checked and controlled to maintain the highest quality in Kellogg's® LCM's® Coco Pops® Kaleidos

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7. PACKAGING

The bars then travel down the line into the packaging area where they are individually wrapped with moisture resistant film and date coded. The wrapped bars continue down the line and are packed into cartons, which are then coded then boxed.