

Kellogg's

**RICE
BUBBLES®**



THE MAKING OF KELLOGG'S® BREAKFAST CEREALS



1. RAW MATERIALS

Milled rice comes by rail or road to large silos. Quality professionals keep a close check on the quality of the grain.

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2. FLAVOURING

Malt, sugar and salt are blended to make the special Kellogg's® flavour.

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3. COOKING

The milled rice is funnelled into giant stainless steel cookers. Kellogg's® special flavouring is added and the mixture is cooked under steam pressure to ensure the flavour is cooked in.

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4. DRYING

The cooked grain is exposed to currents of hot air to reduce the moisture content evenly through each grain.

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5. PUFFING

The cooked dried grains are passed through an oven at high temperature. The rapid escape of moisture causes puffing of the cooked grain to give light, crisp Kellogg's® Rice Bubbles®. The heat of the oven also gives the product colour and develops the toasted flavour. The process leaves stresses in the Rice Bubbles® cereal; when milk is added the 'snap, crackle and pop' sounds are produced.

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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® Rice Bubbles®.

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7. PACKAGING

The correct amount of oven-fresh Kellogg's® Rice Bubbles® is automatically weighed into a moisture resistant liner which is heat sealed to form a bag. The liner is then packed into carton which is sealed and date coded.