



**W. K. Kellogg Institute for Food and Nutrition Research  
FREQUENTLY ASKED QUESTIONS**

**Q1. Why did Kellogg decide to expand its WKKI facility?**

- Kellogg Company expanded its W.K. Kellogg Institute for Food and Nutrition Research (WKKI) to help fuel top-line growth by providing the space necessary to meet current and future business needs.

**Q2. What exactly does the WKKI facility do and include?**

- The W.K. Kellogg Institute for Food and Nutrition Research (WKKI) in Battle Creek, Michigan is the epicenter for our global research and innovation activities.
- The expanded WKKI facility includes innovation labs, research facilities, a flexible experimental production area and a food pilot plant, where new ideas for food products are tested prior to full-scale production at the Company's manufacturing facilities.
- New product innovations and renovations to existing products created at WKKI are eventually produced and marketed all over the world in the Company's North America, Latin America, Europe, and Asia Pacific regions.

**Q3. What size was the original WKKI facility? What size is the expansion?**

- WKKI was purposely designed with flexibility to scale up operations.
- The original facility included a 160,000 square-foot pilot plant and 80,000 square feet of office space.
- The 157,000 square foot expansion project adds 87,000 square feet to the pilot plant and almost doubles office space – adding 70,000 square feet.
- The completed WKKI facility expansion is nearly 400,000 square feet in total.

**Q4. How much did Kellogg invest in the WKKI expansion?**

- Kellogg invested \$40 million in the expansion and approximately \$14 million in pilot plant equipment.

**Q5. Where are the other Kellogg R&D facilities located?**

- Kellogg has additional R&D facilities in England, Australia and Mexico.

**Q6. Will there be public tours of the WKKI building?**

- Due to confidentiality and for safety reasons, we do not offer public tours of our facilities.

**Q7. What are some examples of innovations that have been created at WKKI?**

- A wide variety of product innovations are created at WKKI. Recent examples include :
  - *Special K<sup>™</sup> Protein Shakes*
  - *Special K<sup>™</sup> Protein Meal Bars*
  - *Special K<sup>®</sup> Blueberry Cereal*

- *Special K™ Crackers*
- *FiberPlus™ Antioxidants Bars*
- *Frosted Mini-Wheats Little Bites™*
- *Flipsides® Crackers*
- *Cheez-It Douz™*
- *Cheez-It® Baked Snack Mix*
- *Keebler® Right Bites® Fudge Shoppe® Cookies 'n Crème*
- *Eggo Bake Shop™ Mini Muffin Tops*
- *Cinnabon™ Snack Bars*
- *Apple Jacks® with fiber cereal*
- *Froot Loops® with fiber cereal*

## **PROPERTY/ CONSTRUCTION**

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### **Q8. When did construction begin on the expansion?**

- Construction began in the second quarter of 2008.

### **Q9. Describe the expanded facility – which side of the existing facility was the new space be added?**

- The expansion was built on the east side of the existing WKKI facility.

### **Q10. Who designed the original WKKI building? Did they also design the expansion?**

- Giffels Engineering of Detroit designed both the original building as well as the expansion.

### **Q11. Were local firms hired for the construction of the facility?**

- The majority of the construction spending went to Michigan-based firms with a large majority of those dollars staying the Battle Creek, Kalamazoo, Grand Rapids and Detroit.

### **Q12. How does the WKKI facility support environmental sustainability?**

- The expansion is LEED certified by the U.S. Green Building Council's Leadership in Energy and Environmental Design.
- More than 700 tons of construction waste was recycled.
- The building features a white roof to reduce the heat load.
- In addition, sustainability is a key consideration of our product development and packaging design teams that work at WKKI. Their sustainability efforts impact many of our products worldwide.