

Kellogg might sell its cookies and fruit snacks businesses

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Kellogg Company is considering the sale of its cookies and fruit snacks businesses. Kellogg is planning selling its Keebler, Famous Amos and fruit snacks businesses, making it the latest Big Food company to look to pare down to focus on its core.

The company said in a statement that the goal is to focus on its core businesses. Kellogg also plans to redesign its organizational structure early next year. "Kellogg Company's Deploy for Growth Strategy, announced earlier this year, calls for the company to sharpen our focus and align our resources around our biggest opportunities to grow our top line and return to long-term sustainable growth," said Kellogg Company Chairman and CEO Steve Cahillane said in a statement. "Ultimately, we believe these changes will make Kellogg more agile and better focused on growing demand for our foods."

According to media reports, the maker of Special K cereal is consolidating its morning foods, snacks and frozen foods business units into a single unit.