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Kellogg builds snacks plant in Malaysia

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Kellogg Company, the world’s leading cereal company, announced that it will build a new snacks manufacturing facility in Malaysia, as part of its recently announced Project K four-year efficiency and effectiveness program. Project K is unlocking cost savings that Kellogg will invest in its strategy and to grow its business. Through Project K, Kellogg is strengthening its existing business in core markets, increasing growth in developing and emerging markets, and driving increased value-added innovation.

The new facility, in Bandar Estek, Negeri Sembilin, will increase Kellogg Company’s Pringles production capacity in the Asia Pacific markets, and create at least 300 jobs, locally.

“Our acquisition of Pringles in 2012 marked the beginning of an exciting new era in the evolution of our global snacks business,” said John Bryant, President and CEO, Kellogg Company. “The decision to invest in a new snacks manufacturing facility and build our capacity and capability in Asia Pacific is the next step in that journey.”
Construction of the new plant will begin immediately. This strategic investment is in line with two of Kellogg Company’s four business strategies becoming a global snacks player and building our emerging markets footprint.

“We have a compelling business need to better align our assets with marketplace trends and customer requirements,” said Bryant. “To that end, we are taking action to ensure our manufacturing network is operating the right number of plants and production lines in the right locations to better meet current and future production needs and the evolving needs of our customers.”

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