

Kellogg's
Instant Noodles



Introducing...
Kellogg's Noodles in KSA



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Who are We?



Kellogg Tolaram Joint Venture

- Partnership between Tolaram and Kellogg - Global \$14Bn company and Leader in Cereals & Snacks Category.
- JV operational in Nigeria (2015), Ghana(2015), South Africa (2017), and Egypt (2018).
- Setup 1 Cereal & Snacks Plant in Nigeria with investments ~\$55M, Egypt ~\$35M and eSwatini ~\$35M
- Investment in tune of ~\$1.8B in Nigeria in FMCG Manufacturing and Distribution.
- #1 FMCG Company in Nigeria.





Our Product Portfolio



All Flavors have 70%+ Won in taste testing against Competition's Products



Thank You!

