



A CRAZY GOOD ICON LOVED AROUND THE WORLD.

In 1963, *Pop-Tarts*® made its debut with 4 flavors: Strawberry, Blueberry, Brown Sugar Cinnamon and Apple Cinnamon. A few years later, the ingenious idea to add frosting would double market share overnight. By 1972, Kellogg introduced 19 unique flavors of frosted *Pop-Tarts*®. In the 50 years since, that number has almost topped 100, making *Pop-Tarts*® a Crazy Good icon loved around the world.



OWNS THE TOASTER PASTRY CATEGORY WITH 90% MARKET SHARE¹

62% OF CUSTOMERS WANT SNACKS THAT ARE FUN TO EAT – SNACKING IS FUN AND INDULGENT.²

#1 FASTEST TURNING BRAND¹



PROUDLY BAKED

IN THE U.S.A.

1. Nielsen xAOC L52WE 8.29.25. 2. Circana 2023 Snacking Survey. ©2025 Kellanova

