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**New *MorningStar Farms* Veggie Dog
Product Fact Sheet**

Description: Back by popular demand, The *MorningStar Farms* Veggie Dog delivers a “better for you” version an all-American favorite. Throw it on a bun loaded with your desired fixings, ketchup, mustard and relish - you can’t go wrong!

Product Details:

- *MorningStar Farms* Veggie Dog
 - Contains 50 calories per serving and has 7g of protein.
 - Contains 0.5g total fat and 0g saturated fat.
 - For more information, as well as recipes from *MorningStar Farms*, visit www.MorningStarFarms.com.

Nutrition Facts [Per 1 Link (40g) Serving]:

Calories	50
Protein	7g
Total Fat	0.5g
Saturated Fat	0g
Cholesterol	0mg
Sodium	430mg
Fiber	<1g

Product Size

& SRP: A 8.4-ounce package (6 per carton) has a suggested retail price of \$4.59.

Availability: The *MorningStar Farms Veggie Dogs* are available at retail stores nationwide.

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About Kellogg Company

For more than 100 years, consumers have counted on Kellogg for great-tasting, high-quality and nutritious foods. Kellogg Company, with 2010 sales of more than \$12 billion, is the world’s leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. Kellogg Company’s beloved brands, which are manufactured in 18 countries and marketed in more than 180 countries, include *Kellogg’s*®, *Keebler*®, *Pop-Tarts*®, *Eggo*®, *Cheez-It*®, *All-Bran*®, *Mini-Wheats*®, *Nutri-Grain*®, *Rice Krispies*®, *Special K*®, *Chips Deluxe*®, *Famous Amos*®, *Sandies*®, *Austin*®, *Club*®, *Murray*®, *Kashi*®, *Bear Naked*®, *Morningstar Farm*®, *Gardenburger*® and *Stretch Island*®. For more information on Kellogg Company, including our corporate responsibility initiatives, visit www.kelloggcompany.com.

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