



Chowbotics and Kellogg's Away from Home Pilot New Cereal Bowl Bot

Proprietary technology dispenses signature cereals, fresh fruit, and more, allowing college students expanded access to custom meals and snacks

SAN FRANCISCO, Calif. (May 20, 2021) – Two new cereal-dispensing robots recently launched as part of a joint pilot program between Kellogg's Away from Home and [Chowbotics](#), the makers of Sally, the fresh food robot owned by the nation's leading last-mile logistics platform DoorDash. The first robot debuted at Florida State University (FSU) and the second at the University of Wisconsin-Madison (UW-Madison). Students at these universities can now enjoy custom creations of their favorite cereal brands, fresh fruit, and more from the Kellogg's Bowl Bot. The Kellogg's Bowl Bot works alongside campus foodservice providers to expand dining options to new times and places through robotics.

The Kellogg's Bowl Bot utilizes proprietary technology from Chowbotics, offering hundreds of custom meal and snack options from any combination of up to 22 ingredients. Kellogg's and Chowbotics collaborated on a special menu for students featuring seven pre-programmed options with fun, cheeky names including:

- *About Last Night* with Kellogg's Frosted Flakes®, Kellogg's® Froot Loops®, Kellogg's® Krave™ Chocolate, chocolate drops, banana chips, and espresso syrup
- *Hawaii 5-0* with Frosted Mini-Wheats®, Bear Naked® Fit Triple Berry Granola, pineapple, coconut, and mango
- *Valentine's Day Vibes* with Special K® Red Berries Cereal, cocoa nibs, blueberries, strawberries, and whole milk

Alternatively, users can create a custom bowl featuring any combination of Kellogg's cereals, a variety of milk options or greek yogurt, and toppings including fruit, nuts, seeds, and more. Students can place their order through a touchscreen interface or use Chowbotics' mobile app for fast, contactless ordering. Prices begin at \$2.99 and go up to \$6.50, depending on selection. Students can use their campus meal plans to purchase their bowl.

"At Kellogg, we are deeply committed to offering innovative solutions for our operator partners, helping them not only with menu items but also the full customer experience," says Zach Ramos, General Manager and Vice President of Foodservice at Kellogg's Away From Home. "We are excited to partner with Chowbotics to deliver some of students' favorite cereal brands in a new way while meeting the low touch experience needs of this moment."

The Chowbotics robotics technology protects ingredients in a sealed container kept under constant, monitored refrigeration. Automatic ingredient expiry notifications are sent to campus foodservice providers to help ensure the optimal experience.

"We're thrilled to partner with Kellogg's Away from Home and these universities to expand their dining offerings and reach students with an exciting, innovative experience," says Penn Daniel, General Manager of Chowbotics by DoorDash. "The Kellogg's Bowl Bot provides students a convenient, quick way to customize the Kellogg's cereals they know and love for a fresh meal or snack anytime."

The robot at FSU is located in 1851, an on-campus dining facility and convenience store, and the robot at UW-Madison is situated on DeJope Residence Hall's main floor, outside The Bean & Creamery.

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About Chowbotics by DoorDash: Chowbotics makes fresh food accessible with Sally the Robot. Sally's innovative technology provides customizable salads, bowls and snacks 24/7 in a 3'X3' space. Chowbotics was selected in 2019 as one of The World's Most Innovative Companies in Robotics by Fast Company, joining a prestigious list of companies "making the most profound impact on both industry and culture." In December 2020, Chowbotics was acquired by DoorDash, a technology company that connects consumers with their favorite local and national businesses in more than 4,000 cities and all 50 states across the United States, Canada, and Australia. Founded in 2013, DoorDash enables local businesses to address consumers' expectations of ease and immediacy and thrive in today's convenience economy. By building the last-mile logistics infrastructure for local commerce, DoorDash is bringing communities closer, one doorstep at a time. For more information, please visit www.chowbotics.com.

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About Kellogg's Away from Home: The Away From Home division of the Kellogg Company (NYSE: K) is dedicated to helping noncommercial and commercial foodservice operators stay ahead of consumer cravings. We activate our iconic brands in unique ways to help meet consumer demand and are devoted to working collaboratively with our customers and partners to help them win with the people they serve. Our beloved brands include MorningStar Farms®, Pringles®, Cheez-It®, Keebler®, Special K®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Corn Flakes®, Rice Krispies®, Eggo®, MiniWheats®, Kashi®, RXBAR® and more. The Kellogg Company has long been committed to nurturing our communities and the planet. In doing so, we are also helping protect the long term availability of the ingredients we use in our foods and the livelihoods of the people who grow them. For more information about Kellogg's Away From Home and our portfolio of products, please visit www.KelloggsAwayFromHome.com.

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