

KELLOGG CO  
Form 8-K  
April 24, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, DC 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): April 24, 2012

**Kellogg Company**

(Exact name of Registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**1-4171**  
(Commission  
File Number)

**38-0710690**  
(IRS Employer  
Identification No.)

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**One Kellogg Square**

**Battle Creek, Michigan 49016-3599**

(Address of Principal executive offices, including Zip Code)

**(269) 961-2000**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 2.02. Results of Operation and Financial Condition.**

As previously disclosed by Kellogg Company (the Company) in its Annual Report on Form 10-K for the year ended December 31, 2011 (the 2011 10-K), beginning in the fourth quarter of 2011, the Company now has the following reportable segments: U.S. Morning Foods & Kashi, U.S. Snacks, U.S. Specialty, North America Other, Europe, Latin America, and Asia Pacific. The recast historical quarterly segment information has been included for 2011 in Exhibit 99.1 to this Current Report on Form 8-K. Additionally, subsequent to the filing of the 2011 10-K, the Company reclassified certain customers between reportable segments within North America. These changes are also reflected in the information included in Exhibit 99.1.

**Item 7.01. Regulation FD Disclosure.**

The information set forth under Item 2.02 of this Form 8-K is incorporated into this Item 7.01 by reference.

**Item 9.01. Financial Statements and Exhibits**

(d) Exhibits.

Exhibit 99.1 Quarterly and Fiscal Year 2011 Segment Net Sales and Operating Profit.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**KELLOGG COMPANY**

/s/ Ronald L. Dissinger  
Name: Ronald L. Dissinger  
Title: Senior Vice President and  
Chief Financial Officer

Date: April 24, 2012

**EXHIBIT INDEX**

Exhibit

No.	Description
Exhibit 99.1	Quarterly and Fiscal Year 2011 Segment Net Sales and Operating Profit.