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KELLOGG CO
Form 8-K
April 02, 2004

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

March 31, 2004

Date of Report (Date of Earliest Event Reported)

Commission file number 1-4171

KELLOGG COMPANY
(Exact Name of Registrant as Specified in its Charter)

State of Incorporation - Delaware IRS Employer Identification No. 38-0710690

ONE KELLOGG SQUARE
BATTLE CREEK, MICHIGAN 49016-3599
(Address of principal executive offices) (including zip code)

Registrant's telephone number: 269-961-2000

Item 9. Regulation FD Disclosure.

The information in this Current Report, including the attached Exhibit, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

On March 31, 2004, Kellogg Company posted to its webpage detail outlining a reclassification of reporting segments and product groups, a copy of which is attached as Exhibit 99.1.

SIGNATURE

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
(Registrant)

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Dated: March 31, 2004

By s/John A. Bryant

John A. Bryant
Executive Vice President and
Chief Financial Officer

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EXHIBIT INDEX

Exhibit No.

99.1 Web posting dated March 31, 2004 by Kellogg Company.