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August 21, 2010

Kellogg's®
One Kellogg Square
P.O. Box 3599
Battle Creek, MI 49016-3599
ATTN: Frosted Flakes® QA Department

Dear FFQAD,

Earlier this month on a Sunday evening, I bought a box of one my all time favorite cereals. Of course I am talking about your Frosted Flakes® cereal. My wife sent me out to the store just for some milk, which is all the way in the back of the store. But when I cut through the breakfast aisle on my way back to the checkout counters, I was greeted by my old buddy Tony the Tiger®! He's Grrrrrrr-eat!

So I ended up buying a box of Frosted Flakes® to go with my new gallon of milk. I know that the supermarket stocks milk in the back of the store just for people like me when I am on a quest solely for milk, but I have to walk past all the other food displays twice in order to get to the milk and get out. They **know** I'm gonna see something else I like but didn't intend to pick up and will be tempted to buy it. I can tell you that when it's one of my favorite cereals, I don't care if I get bamboozled by the supermarket into making an unintended purchase!

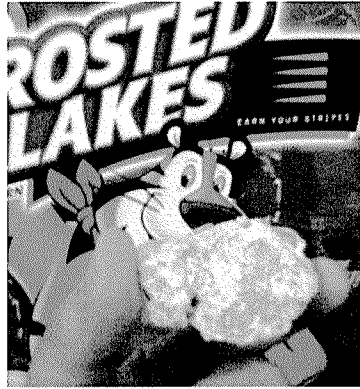
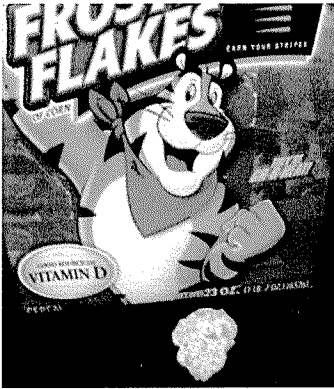
Not only did I anticipate the sweet and delightful crunch of a fresh bowl of some Frosted Flakes® -- I also knew that my wife liked them too. So there was little to no chance that I would get into any trouble for making an unauthorized purchase. Let's just say I'm still paying for that chocolate chip cookie dough ice cream purchase that I didn't clear with the Mrs. last fall. But how often do you get such a good deal on a 15 gallon drum of ice cream? Sure enough, when I got home and my wife saw something more than just a milk jug in my arms, she sat up and took notice. Her scowl turned into a smile when I pulled out the box of Frosted Flakes®!

I had the first bowl right away at 9:00 that night! Then on Monday morning, my wife had some for breakfast. When our little girl woke up and wanted something to eat, she saw the box on the table and wanted to try some for her breakfast. I can tell you that this was the very first time ever that my daughter had Frosted Flakes® cereal. So I pulled out a clean cereal bowl and opened up the box. I unrolled the paper bag and tipped over the cereal box. I heard the soft sound of flaky goodness shaky, shaky, rustle, crinkle into the bowl and then like a lump of coal falling into a freshly raked pile of autumn leaves, I heard a ::CLUNK:: clatter into my little girl's cereal bowl. . . . That didn't sound right. . .

That's when I looked and I found a big Frosted Rock® laying right in the middle of her flakes. I was shocked, but not appalled. In my 35+ years of eating Frosted Flakes®, I had never seen a Frosted Rock® before. My daughter thought it was the toy that often comes inside the cereal box, but I snatched it up before she could start to play with it.

I had to throw it away because I was afraid that my daughter or possibly even our cats would decide to play with it and leave it lost under the edge of the floor cabinets or underneath the couch where it might attract vermin. But before throwing it away I took a few photographs and a short video of it. I am including the photos with this letter and I uploaded the video to YouTube because I haven't yet figured out a way to send a video by mail. http://www.youtube.com/watch?v=jyhxyhJ2o_g

As you can see in the photos for size verification, my Frosted Rock® is next to a large 23 ounce box of Frosted Flakes® (not one of those little single serving snack sized boxes). This wasn't just a tiny little pebble of hardened flakey goodness. This would *hurt* you if it was thrown at your head! It would probably hurt if you chomped down on it with your teeth also! This baby probably made up about 3 or 4 of my box's 23 ounces. So I essentially paid the 23 ounce price for only about 19 ounces of cereal.



I was going to offer to return the Frosted Rock® for laboratory analysis, but like I said, I had to throw it away to keep the cats from playing with it or eating it up themselves. But if it helps, I saved some information from the box top in case you need to identify the batch that the Frosted Rock® came from.

BETTER IF USED BEFORE JUN 04 2011
KMA 103 13:55

K-1839R
K 141609 050
NLI# 04131

Can you explain what all of these numbers mean? It is printed in plain legible writing on the outside of the cereal box, so it has to be useful information for someone.

If a box of cereals remains unsold or unused until after it's "Better If Used By" date of a year later, is it likely to just be less fresh tasting, or is it potentially lethal like the pancake batter powder? Do you know what the average time is between a box of Frosted Flakes® being packaged at the factory and being opened and eaten by my family? Why is it that the Frosted Flakes® remained so light and crunchy and the Frosted Rock® was hard as stone?

Sincerely,

Rusty Lucas

Rusty Lucas

P.S. Does Kellogg's® have any free baseball caps that they can send to me for my trouble?