Stassen Foods Win Kelloggs Award

The prestigious “Offensive Marketing Award” for Instore Management 1995 has been presented to Stassen Foods, distributors of Kelloggs breakfast cereals in Sri Lanka. The Presentation was made in Cebu, Philippines, at the annual Kellogg’s Asia Pacifie Distributor Conference held recently. Stassen Foods were also presented “The Great Partnership Award” at this gathering. This was in recognition of the commitment and hard work put in to popularize Kellogg’s in Sri Lanka over the past five years.