

KELLOGG CO  
Form DEFA14A  
March 07, 2019

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 14A  
SCHEDULE 14A INFORMATION  
Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934

Filed by the Registrant ☒  
Check the appropriate box:

Filed by a Party other than the Registrant ☐

☐ Preliminary Proxy Statement

☐ Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

☐ Definitive Proxy Statement

☒ Definitive Additional Materials

☐ Soliciting Material Pursuant to § 240.14a-11(c) or §240.14a-12

KELLOGG COMPANY

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

☒ No fee required

☐ Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth  
(3) the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

☐ Fee paid previously with preliminary materials

☐ Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

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\*\*\* Exercise Your Right to Vote \*\*\*

IMPORTANT NOTICE Regarding the Availability of Proxy Materials for the Shareowner Meeting to Be Held on April 26, 2019

KELLOGG COMPANY

Meeting Information

Meeting

Type Annual Meeting

For

holders

as February 28, 2019

of:

Date: April

26, Time: 1:00 p.m., ET  
2019

Location: McCamly Plaza  
Hotel

50 Capital Avenue SW  
Battle Creek, MI 49017

You must register if you wish  
to attend the annual meeting.

Information is available in the  
Proxy Statement.

Listen to live webcast on  
<https://investor.kelloggs.com>.

POST OFFICE BOX 3599  
ONE KELLOGG SQUARE  
BATTLE CREEK, MI 49016-3599

You are receiving this  
communication because you  
hold shares in the company  
named above.

This is not a ballot. You  
cannot use this notice to vote  
these shares. This  
communication presents only  
an overview of the more  
complete proxy materials that  
are available to you on the  
Internet. You may view the  
proxy materials online at  
[www.proxyvote.com](http://www.proxyvote.com) or easily  
request a paper copy (see  
reverse side).

We encourage you to access  
and review all of the  
important information  
contained in the proxy  
materials before voting.

See the reverse side of this  
notice to obtain proxy  
materials and voting  
instructions.

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— Before You Vote —

How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:

- |                               |                       |
|-------------------------------|-----------------------|
| 1. NOTICE AND PROXY STATEMENT | 2. ANNUAL REPORT/10-K |
|-------------------------------|-----------------------|

How to View Online:

Have the information that is printed in the box marked by the arrowà (located on the following page) available and visit: [www.proxyvote.com](http://www.proxyvote.com).

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- |                  |  |
|------------------|--|
| 1) BY INTERNET:  | <a href="http://www.proxyvote.com">www.proxyvote.com</a>                   |
| 2) BY TELEPHONE: | 1-800-579-1639   |
| 3) BY E-MAIL*:   | <a href="mailto:sendmaterial@proxyvote.com">sendmaterial@proxyvote.com</a> |

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrowà (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before April 12, 2019 to facilitate timely delivery.

— How To Vote —

Please Choose One of the Following Voting Methods

**Vote In Person:** Ballots will be available to shareowners attending the live meeting. To attend in person, go to the "Register for Meeting" link at [www.proxyvote.com](http://www.proxyvote.com). Please check the meeting materials for any special requirements for meeting attendance. To obtain directions to the Annual Meeting, please contact Investor Relations at (269) 961-2800 or at [investor.relations@kellogg.com](mailto:investor.relations@kellogg.com). At the Annual Meeting you will need to request a ballot to vote these shares.

**Vote By Internet:** To vote now by Internet, go to [www.proxyvote.com](http://www.proxyvote.com). Have the information that is printed in the box marked by the arrowà (located on the following page) available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

**Shareholder Meeting Registration:** To vote and/or attend the meeting, go to the "Register for Meeting" link at [www.proxyvote.com](http://www.proxyvote.com).



Voting  
Items

The Board of Directors recommends a vote FOR each of the nominees for director in Proposal 1.

1. Election of Directors (term expires 2022)

Nominees:

1a. Rod Gillum

1b. Mary Laschinger

1c. Erica Mann

1d. Carolyn Tastad

The Board of Directors recommends a vote FOR Proposals 2 and 3.

2. Advisory resolution to approve executive compensation.

3. Ratification of the appointment of PricewaterhouseCoopers LLP as Kellogg's independent registered public accounting firm for fiscal year 2019.

The Board of Directors makes no recommendation on Proposal 4.

4. Shareowner Proposal, if properly presented at the meeting, to repeal classified board.

NOTE: Also includes authorization of the named proxies to vote in their discretion upon such other business as may properly come before the meeting or any adjournment or postponement thereof.