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## **Notice of application for a Water Supply Licence and Sewerage Licence**

Kellogg Company of Great Britain Ltd (“Kellogg”) registered company number 199171, whose contact address is at Orange Tower, Media City UK, Salford, Greater Manchester, M50 2HF, has made an application to the Water Services Regulation Authority (“Ofwat”) for a water supply licence and sewerage licence with the following authorisation(s):

- Retail restricted to self-supply (water) authorisation
- Retail restricted to self-supply (sewerage) authorisation

### **Synopsis of the business plan**

Kellogg produces cereal and convenience food in the UK. Since 1938 its factory in Manchester has been making the cereals, like Crunchy Nut, Coco Pops, Rice Krispies and Corn Flakes.

On the 4th June 2019 Kellogg applied for a water supply licence and a sewerage licence, with a retail authorisation limited to self-supply. With the introduction of a self-supply model Kellogg want to take control over its water use, deal directly with the wholesaler and build on the success of its water management program.

Kellogg intend to introduce a water and sewerage self-supply model to 4 sites in Manchester. 1 manufacturing plant and 3 warehouses.

Kellogg have set itself targets to improve its water usage. By 2020 Kellogg intend to implement water reuse projects in at least 25% of its plants and reduce its global water use by an additional 15%.

To facilitate its application, Kellogg have entered into a partnership agreement with Waterscan to take on the role and responsibilities for the retail functions and finding further water efficiency savings.

## How to respond

Any person who wishes to make representations or objections with respect to the application should do so in writing (which includes by email) to Ofwat at Centre City Tower, 7 Hill Street, Birmingham, B5 4UA or by email at [mailbox@ofwat.gov.uk](mailto:mailbox@ofwat.gov.uk).

Representations must be received by Ofwat no later than 17.00 hours on 22 July 2019. Further information about how to make representations or objections, including information on the treatment of confidential information, can be obtained from Ofwat at the above address or at <http://www.ofwat.gov.uk/foi/>

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