

In the article “Kellogg's to replace racially insensitive corn pops boxes following Twitter call out”, by Mike Snyder, discusses a complaint by writer Saladin Amend. Amend saw Kellogg’s artwork for the Corn Pops cereal box to be racially offensive.

The cereal box showed cartoon characters shaped like pop kernels having a good time in a shopping mall. While every other pop kernel was the same color, there was an obvious and odd difference between one character on the cereal box.

This character was the only a single brown kernel characterized as being the janitor waxing the shopping mall floors. Ahmed posted on Twitter (Also known as X, a social media platform) saying, ”Why is literally the only brown corn pop on the whole cereal box the janitor? this is teaching kids racism.”

Kellogg quickly responded 5 hours later to Ahmed’s Twitter post. They replied on Twitter stating, “Kellogg is committed to diversity & inclusion. We did not intend to offend – we apologize. The artwork is updated & will be in stores soon.” The spokesperson from Kellogg’s also apologized for the incident and did not intend to offend anyone.