



Snap! Crackle! Pop!™

When *Kellogg's® Rice Krispies®* entered the market in 1928, everyone noticed the distinctive noise the toasted rice cereal made in milk – and an idea for the company's first (and longest-lasting) spokescharacters was born.

The words SNAP! CRACKLE! POP!™ first appeared on the front of a *Kellogg's® Rice Krispies®* cereal package in 1932. By the following year, a tiny gnome wearing a baker's hat and carrying a spoon (SNAP!™) topped a side panel. CRACKLE!™ and POP!™ joined him in print ads in the early 1930s.

By 1939, the three characters posed on side and back panels of *Kellogg's® Rice Krispies®* cereal packages. The engaging threesome was also featured as the heroes of comic strips. During World War II, they patriotically posed in ads that urged consumers to “Save time, save fuel, save energy.”



In 1949, SNAP! CRACKLE! POP!™ changed drastically from gnomes with huge noses, ears and oversized hats to more human creatures with boyish haircuts, proportional features and smaller hats. Likewise, their voices changed through the years from high-pitched elfin squeaks into more pleasant speaking and singing ranges.

Their distinctive hats have always been one way to remember who's who. SNAP!™ always wears a baker's hat. CRACKLE!™ always wears a red or striped stocking cap. POP!™ always wears a military hat.

Their individual personalities are quite different, too. SNAP!™ is the oldest and the wisest – the leader and problem solver. CRACKLE!™ is the “middle child” who is never quite sure of himself, but he tries to keep order between the other two. POP!™ is the irrepressible child, the one who pulls gags and often gets the “last word” in the form of a pun.

Since their television debut in the 1960s, SNAP! CRACKLE! POP!™ have become more animated. Together, they have appeared in hundreds of TV and print advertisements and have modeled for dozens of premiums. They love to sing and have performed many jingles through the years.

After more than 60 years in the business, SNAP! CRACKLE! POP!™ are busier and more popular than ever. Today, SNAP! CRACKLE! POP!™ also appear on packages of Kellogg's® Rice Krispies Treats® Squares, as well as on the seasonal Kellogg's® Rice Krispies® cereals.

How are Snap! Crackle! Pop!™ known in other languages/countries around the world?

Belgium - Pif! Paf! Pof!

Denmark - Pif! Paf! Puf!

Finland - Poks! Riks! Raks!

Germany - Knisper! Knasper! Knusper!

Holland - Pif! Paf! Pof!

Italy - Pif! Paf! Pof!

Norway - Piff! Paff! Puff!

Sweden - Piff! Paff! Puff!

Switzerland - Piff! Paff! Poff!

South Africa - Knap! Knaetter! Knak!

Canadian French - Cric! Crac! Croc!

Mexico - Pim! Pum! Pam!