Kellogg's® Special K® introduces the brand's first weight-management protein shake, offering great taste, protein, fiber and a reclosable plastic bottle. Each creamy, delicious shake provides a way to take the edge off hunger* and helps women stay on track with weight-management goals.

* *Special K™ Protein* products are designed to promote a feeling of fullness by increasing daily intake of protein and fiber. See nutrition information for details.

Design Your Plan

Let us suggest your best *Special K Challenge™* plan. Answer a few simple questions and we will customize a plan just for you.

Get Started

Printable *Special K Challenge™* Instructions

Download Your Coupon

Current supplies of *Special K™ Protein Shakes* are already selling out nationwide. As Kellogg Company increases production of the new ***Special K™ Protein Shakes***, the *Special K®* brand is offering a coupon at **www.specialkcoupon.com** that consumers can redeem as the new shakes become available in their local markets.

Special K®'s Newest All-Day, Weight-Management Products

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