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Gators Frosted Flakes Arrive on Publix Shelves

MAITLAND – University of Florida fans now can start their morning with a bowl of Florida Gators Frosted Flakes.

The Florida dairy farmers have teamed with Clear Channel Communications and the Gator Network on the project that will place 20,000 cereal boxes in Publix Super Markets stretching west from Tampa to Daytona Beach and north to Jacksonville and Tallahassee.

This is the first time the University of Florida has appeared on a cereal box. Mark McCauley, sales manager for the Gator Network, feels that many Gator fans will keep the box as a collectable.

"We're very excited about this new first Gator cereal, and we think Gator fans are going to love the look of the design," McCauley said. "This is a great project with our long-time partners, Florida's Dairy Farmers and Publix, and we're thrilled to have created such a fantastic collector's item for Gator fans."

The front of the box features Gator mascot Albert and a view of the Swamp with milk pouring onto a bowl of the frosted flakes. The back panel features information on the dairy industry and 3-A-Day campaign, plus games geared toward children.

Florida's dairy producers are proud to have their product affiliated in such a positive manner.

"The dairy industry in Florida has been a longtime supporter of the Gators and this is yet another wonderful example of what a strong partnership can produce," said Bob Butler, President of Dairy Farmers, Inc., Florida's milk promotion group. "I'm sure we'll see lots of these cereal boxes on tables across the state."

The cereal will be promoted over the statewide Gator Radio Network during football game broadcasts and the Gator Football Daily Report, in addition to the Florida Football Highlights TV Show with Ron Zook and on www.Gatorzone.com