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News Brief

Kellogg's Gardenburger Takes Act On Road

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In an effort to win more fans over to the Veggie Burger, Kellogg's Gardenburger has launched "a mobile culinary experience," which it says will turn consumers on to the joys of garden-grown foods."

The company will take its GardenFresh Café to Seattle, Portland, Ore., Austin, Texas, and Denver, offering a place for urbanites to sample Gardenburger products and garden-grown produce, using local chefs and live cooking demos.

The effort will also include gardening classes, and "street teams," who will invite consumers to events, as well as an Internet component. Cole & Weber, Seattle, is the agency.--*Sarah Mahoney*

