

InStyle

FOOD & DRINK

Is Cereal the New "It" Food?

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BY: SYDNEY MONDRY

When **Cereal Killers Café** set up shop in London in 2014, the food world gave a round of applause to its innovative founders, twins Alan and Gary Keery. The quirky eatery offers over 100 different kinds of cereal, and pretty much *only* cereal (save for a selection of PopTarts)—the first restaurant of its kind.

Flash forward to the summer of 2015: cereal bombarded our Instagram feeds once again upon the opening of **Kith**, an edgy footwear company based in Brooklyn, New York. Next to rows of crisp sneakers and trendy sports gear sits a white-tiled bar dedicated to serving a variety of beloved cereals in milk and blended into luscious soft-serve. Folks went crazy for the cereal combos, all served in a shoe box (clean, of course) and designed by celebrated sports figures like Andre Agassi, who chose a mix of Cinnamon Toast Crunch and Cocoa Puffs.

Beyond eateries dedicated to the pantry staple, cereal has become a common topping for ice cream, doughnuts, and even cookies—*InStyle* recently received a box of "Cereal Killer" cookies from New York-based bakery **Schmackary's**, each delicious, buttery sphere coated in marshmallow fluff and Fruity Pebbles.



Courtesy of Schmackary's

