

# Indulgent AND Wholesome



Kellogg's® Cinnabon® Snack Bars deliver the one-of-a-kind taste of Cinnabon® to sweeten your sales.



Bringing our focus to your business.™

# Cinnabon® is a Proven Favorite!

With **80% overall brand awareness**, Cinnabon® is the world-wide leader in the cinnamon roll bakery category.<sup>1</sup> Building a reputation for 24 years of serving fresh, aromatic cinnamon rolls, Cinnabon® was named the **#1 restaurant chain in the country** by an ePinions online poll.<sup>2</sup>

## Kellogg and Cinnabon® Satisfy Your Customers' Needs for Indulgent and Delicious Snacks.

Kellogg's® Cinnabon® Snack Bars are the closest thing to a real cinnamon roll experience: cinnamon/brown sugar filling, icing and tender crust.

- Among consumers, TASTE is the most influential factor in the Wholesome Snacks purchase decision<sup>1</sup>
- Morning snacking represents 30% of total daily snacking<sup>3</sup>
- Cereal/Snack Bars/Cinnamon Rolls are on the rise in the vending channel<sup>4</sup>



## Expand Your Wholesome Category to include a proven brand and popular flavor.

Give your vending customers pure indulgence in a wholesome snack. It's the convenient way for them to get the one-of-a-kind taste of Cinnabon® without the guilt!

- 150 calories and 5 grams of fat

<sup>1</sup> KSD Consumer Decision Tree Research, April 2008

<sup>2</sup> Integrated Marketing Research 2006

<sup>3</sup> 2008 National Eating Trends® MPD Group Home & Away From Home Database

<sup>4</sup> NPD Group Vending Traffic Research, 2008

ITEM NUMBER	DESCRIPTION	CASE PACK	GROSS WEIGHT	CASE DIMENSION	CUBE	CASE PER PALLET	CASES PER LAYER	CAW
000-38000-47173-5	Kellogg's® Cinnabon® Snack Bar Original	72 ct./1.3 oz.	6.5 lbs.	13.81" x 9.56" x 6.5"	0.497	105	15	6.19

Order today and be sure to have enough Kellogg's® Cinnabon® Snack Bars in stock to satisfy your customers' demands.

Contact your Kellogg Sales Representative. Call 877-511-5777 or visit [www.KelloggsFoodAwayFromHome.com](http://www.KelloggsFoodAwayFromHome.com).