



Snacks Planogram



Kellogg's® Pop-Tarts® Toaster Pastries

2 ct. Display Frosted Strawberry
SKU: 38000-31732

2 ct. Display Brown Sugar Cinnamon
SKU: 38000-31132

2 ct. Display Frosted Hot Fudge Sundae
SKU: 38000-30569

Suggested Retail Price: \$.85 - \$.99

Customers don't need a toaster to enjoy the great taste of the #1 selling wholesome brand in foodservice and retail.¹ They are delicious straight from the package and an awesome value. Plus, the top 2 flavors have an all-day appeal. ¹ IRI INFOSCAN 52 Weeks ending 2/09



Famous Amos® Cookies

2 oz. Chocolate Chip
SKU: 76677-98016

Suggested Retail Price: \$.85 - \$.99

Customers prefer *Famous Amos*® over Chips Ahoy!¹ *Famous Amos*® Cookies are also an adult favorite.² ¹ Product Dynamics Chocolate Chip Cookie Taste Test 2/07 ² NPD SnackTrack Consumption Data 2006



Cheez-It® Baked Snack Crackers

2 oz. White Cheddar
SKU: 24100-12660

Suggested Retail Price: \$.85 - \$.99

Delicious white cheddar taste your customers love means more profits for your operation. It's the #1 cheese cracker in retail.¹

¹ IRI INFOSCAN 52 Weeks ending 2/09



Cheez-It® Baked Snack Crackers

2 oz. Original
SKU: 24100-12322

Suggested Retail Price: \$.85 - \$.99

Your customers will come back time and time again for the savory flavor of real cheese in every bite. It's the #1 cheese cracker in retail.¹

¹ IRI INFOSCAN 52 Weeks ending 2/09



Rice Krispies Treats® Marshmallow Squares

1.3 oz. Original
SKU: 38000-26547

Suggested Retail Price: \$.85 - \$.99

Your customers can enjoy the classic snack 24/7. It's a profit builder that everyone loves!



Kellogg's® Nutri-Grain® Bars

Strawberry
SKU: 38000-35945

Suggested Retail Price: \$.85 - \$.99

The mainstream popularity of *Nutri-Grain*® Bars draws customers throughout the day. Now with more whole grains and new high impact packaging, *Nutri-Grain*® Bars are better than ever.



Special K® Bars

Strawberry Cereal Bar
SKU: 38000-12883

Suggested Retail Price: \$.85 - \$.99

Provide nutritious *Special K*® snacks for customers conscious of their weight. *Special K*® is the #1 selling bar brand in retail.¹

¹ IRI INFOSCAN 52 Weeks ending 8/08



Bringing our focus to your business.™

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