



Kellogg's[®]

Fruity

Bite Size

SALTY

Sweet

cheesy

WHOLE GRAIN

CRUNCHY

CHEWY

SPICY

all natural

munchie

Healthful

Savory

BIG

tasty

SNACK

PORTFOLIO

Kellogg's[®]

Kellogg Delivers Variety and Quality to Satisfy All Your Consumer Tastes

Kellogg's® Snack Solutions for Foodservice offers a snack for every consumer taste so you can keep customers satisfied across all foodservice segments:

- **K-12**
- **College & University**
- **Business & Industry**
- **Healthcare**
- **Lodging**
- **Commercial Restaurant**

With products accounting for 7 of the top 10 snack items on the AM snack rack¹, Kellogg offers top consumer snack choices and is uniquely qualified to support expanding sales in the morning daypart and throughout the day.



TOASTER PASTRIES

The #1 toaster pastry brand in America² with a 93% market share in foodservice³, Pop-Tarts® Toaster Pastries remain a favorite with consumers. Frosted Strawberry flavor was rated the #1 AM snack¹.

COOKIES

By using only the best ingredients—like semi-sweet chocolate chips and flavorful nuts—Famous Amos® Cookies became famous just by word of mouth. 76% of consumers would consider the homemade-tasting Famous Amos® Chocolate Chip Cookies one of their Top 10 snack rack choices¹.

CRACKERS

The #1 selling cracker in retail², Cheez-It® Baked Snack Crackers show consumer popularity in all dayparts. Consumer rankings show these delicious crackers in the Top 10 snack rack items in the morning and the #1 most selected snack rack item for afternoon and evening occasions¹.

WHOLESOME SNACKS

Meet the various health, nutrition and lifestyle needs of your customers. Choose from a range of the best-selling brands available in all the flavors your customers love, including:

- Kellogg's® Nutri-Grain® Bar, the #1 selling cereal bar in foodservice³ and in convenience stores⁴
- Kellogg's® Special K® Cereal Bar, one of the fastest-growing cereal equity bars in the snack bar category² with 90 calories and no more than 2 grams of fat per serving.
- Kellogg's® Rice Krispies Treats® Marshmallow Squares, meeting the demands for a sweet yet wholesome treat to be enjoyed any time of day. The #1 selling marshmallow treat in the country in retail² and foodservice³.
- Kashi® TLC® Bar, one of the top-selling, all natural granola bars in retail² and foodservice², satisfying consumers who seek the wholesome goodness of granola bars.

OPTIMIZE YOUR PRODUCT MIX



Partner with Kellogg, the morning snack leader, for proven products and business-building solutions. *This planogram meets 94.4% of consumers' all-day snacking needs.¹*

1 Datassential Noncommercial Snack TURF Study, April 2009
 2 IRI, FDMxW 52 weeks, 11/2/2010
 3 Product Evaluations Tracking Study, CY 2009
 4 IRI, Total U.S. Convenience, 52 weeks ending 1/24/10



COOKIES

| Case Code | Product Description | Ea/Case (ct) | Ea Net Wt (oz) | Inner Pkg or Display | Gross Wt (lbs) | Kosher |
|---|--|--------------|----------------|----------------------|----------------|---------|
| FAMOUS AMOS® GRAB 'N GO™ COOKIES | | | | | | |
| 76677-10014 | Famous Amos® Cookies Chocolate Chip | 96 | 2 | 4/24 ct. | 12.5 | O.U.D. |
| 76677-98016 | Famous Amos® Cookies Chocolate Chip | 60 | 2 | Each | 9.5 | O.U.D. |
| 76677-17384 | Famous Amos® Cookies Chocolate Chip | 60 | 3 | Each | 12.4 | O.U.D. |
| 76677-42000 | Famous Amos® Cookies Chocolate Sandwich | 60 | 2.2 | Each | 10.2 | O.U.D. |
| 76677-51111 | Famous Amos® Cookies Oatmeal Raisin | 85 | 2 | Each | 12.2 | O.U.D. |
| MURRAY® SUGAR FREE GRAB 'N GO™ COOKIES | | | | | | |
| 30100-08195 | Murray® Sugar Free Cookies Shortbread | 120 | 8 ct. | Each | 9.5 | O.U.D. |
| 30100-08196 | Murray® Sugar Free Cookies Vanilla Crème Sandwich | 120 | 3 ct. | Each | 9.0 | O.U.D. |
| 30100-08197 | Murray® Sugar Free Cookies Chocolate Sandwich | 120 | 3 ct. | Each | 9.0 | O.U.D. |
| 30100-08198 | Murray® Sugar Free Cookies Lemon Sandwich | 120 | 3 ct. | Each | 9.0 | O.U.D. |
| 30100-08199 | Murray® Sugar Free Cookies Chocolate Chip | 120 | 2 ct. | Each | 7.7 | O.U.D. |
| 30100-23357 | Murray® Sugar Free Cookies Variety: Shortbread, Chocolate Chip, Lemon Crème Sandwich | 120 | Assorted | Each | 9.9 | O.U.D. |
| KEEBLER® GRAB 'N GO™ COOKIES | | | | | | |
| 30100-21766 | Keebler® Fudge Shoppe® Fudge Stripes™ | 144 | 2.25 | 12/12 ct. | 24.4 | K Dairy |
| 30100-21772 | Keebler® Fudge Shoppe® Mini Fudge Stripes™ | 96 | 2 | 12/8 ct. | 14.0 | OK-D |
| 30100-21768 | Keebler® Fudge Shoppe® Mini Fudge Stripes™ | 60 | 2 | Each | 9.0 | OK-D |
| 30100-13318 | Keebler® Pecan Sandies® Bite-Size Shortbread | 60 | 1.75 | Each | 8.0 | OK-D |
| 30100-13250 | Keebler® Vienna Cremes® Bite-Size | 60 | 1.75 | Each | 8.0 | |
| 30100-19927 | Keebler® Soft Batch® Chocolate Chip Cookies | 72 | 2.2 | 6/12 ct. | 12.1 | OK-D |
| 30100-35204 | Keebler® Krisp Kreem Sugar Wafer | 300 | 2 ct. | Each | 6.7 | O.U.D. |
| 30100-33881 | Right Bites® 100 Calorie Fudge Shoppe® Mini Fudge Stripes™ | 100 | 0.74 | Each | 6.2 | KD |
| 30100-24865 | Right Bites® 100 Calorie Chips Deluxe® | 36 | 0.74 | 6/6 ct. | 2.8 | O.U.D. |



TOASTER PASTRIES

| Case Code | Product Description | Ea/Case (ct) | Ea Net Wt (oz) | Inner Pkg or Display | Gross Wt (lbs) | Kosher |
|---|--|--------------|----------------|----------------------|----------------|--------|
| KELLOGG'S® POP-TARTS® TOASTER PASTRIES (12/6-2 ct. Microwavable Display Pack) | | | | | | |
| 38000-29933 | Pop-Tarts® Apple Strudel | 72 | 3.52 | 12/6 ct. | 18.4 | |
| 38000-19721 | Pop-Tarts® Chocolate Chip | 72 | 3.67 | 12/6 ct. | 19.2 | |
| 38000-31032 | Pop-Tarts® Frosted Blueberry | 72 | 3.67 | 12/6 ct. | 19.1 | |
| 38000-31132 | Pop-Tarts® Frosted Brown Sugar Cinnamon | 72 | 3.52 | 12/6 ct. | 18.3 | |
| 38000-31832 | Pop-Tarts® Frosted Cherry | 72 | 3.67 | 12/6 ct. | 19.1 | |
| 38000-05817 | Pop-Tarts® Frosted S'mores | 72 | 3.67 | 12/6 ct. | 20.0 | |
| 38000-31732 | Pop-Tarts® Frosted Strawberry | 72 | 3.67 | 12/6 ct. | 19.0 | |
| 38000-50469 | Pop-Tarts® Hot Fudge Sundae | 72 | 3.38 | 12/6 ct. | 18.4 | |
| 38000-04888 | Pop-Tarts® Display Pack Assortment: Frosted Blueberry, Frosted Brown Sugar Cinnamon, Frosted Cherry, Frosted Chocolate Fudge, Frosted Strawberry | 72 | Assorted | 12/6 ct. | 19.5 | |
| KELLOGG'S® POP-TARTS® TOASTER PASTRIES ONE SERVING WHOLE GRAIN (12/10-1 ct. Microwavable Display Pack) | | | | | | |
| 38000-36651 | Pop-Tarts® One Serving of Whole Grain Frosted Cinnamon | 120 | 1.76 | 12/10 ct. | 16.6 | |
| 38000-36657 | Pop-Tarts® One Serving of Whole Grain Frosted Strawberry | 120 | 1.76 | 12/10 ct. | 16.6 | |
| KELLOGG'S® POP-TARTS® TOASTER PASTRIES (80/1ct. Non-Display Pack) | | | | | | |
| 38000-00499 | Pop-Tarts® Frosted Blueberry | 80 | 1.83 | Each | 9.8 | |
| 38000-08584 | Pop-Tarts® Frosted Brown Sugar Cinnamon | 80 | 1.76 | Each | 9.5 | |
| 38000-00498 | Pop-Tarts® Frosted Strawberry | 80 | 1.83 | Each | 9.8 | |
| 38000-00500 | Pop-Tarts® Strawberry | 80 | 1.83 | Each | 9.8 | |



CRACKERS

| Case Code | Product Description | Ea/Case (ct) | Ea Net Wt (oz) | Inner Pkg or Display | Gross Wt (lbs) | Kosher |
|-----------|---------------------|--------------|----------------|----------------------|----------------|--------|
|-----------|---------------------|--------------|----------------|----------------------|----------------|--------|

CHEEZ-IT® GRAB 'N GO™ CRACKER SNACKS

| | | | | | | |
|-------------|--|-----|------|---------|------|---------|
| 24100-12234 | Cheez-It® Crackers Original | 48 | 1.5 | 6/8 ct. | 5.8 | K Dairy |
| 24100-12261 | Cheez-It® Crackers Original | 60 | 1.5 | Each | 6.6 | K Dairy |
| 24100-12322 | Cheez-It® Crackers Original | 60 | 2 | Each | 8.0 | K Dairy |
| 24100-21912 | Cheez-It® Crackers Original | 60 | 3 | Each | 12.5 | K Dairy |
| 24100-12226 | Cheez-It® Crackers Reduced Fat | 60 | 1.5 | Each | 6.0 | K Dairy |
| 24100-12660 | Cheez-It® Crackers White Cheddar | 60 | 1.5 | Each | 6.6 | K Dairy |
| 24100-13434 | Cheez-It® Crackers White Cheddar | 60 | 2 | Each | 8.0 | K Dairy |
| 24100-12796 | Cheez-It® Crackers Hot & Spicy | 60 | 1.5 | Each | 6.6 | K Dairy |
| 24100-45991 | Cheez-It® Crackers Original Scrabble Junior™ | 175 | 0.75 | Each | 10.5 | K Dairy |
| 24100-33880 | Right Bites® 100 Calorie Cheez-It® Crackers | 100 | 0.77 | Each | 6.2 | KD |

GRAB 'N GO™ ANIMAL CRACKER SNACKS

| | | | | | | |
|-------------|-----------------------------|-----|-----|------|------|--------|
| 30100-20150 | Keebler® Animal Crackers | 150 | 1 | Each | 10.9 | O.U.D. |
| 30100-42363 | Keebler® Animal Crackers | 60 | 2.9 | Each | 12.0 | O.U.D. |
| 79783-48786 | Austin® Zoo Animal Crackers | 100 | 1 | Each | 7.6 | O.U.D. |
| 79783-51252 | Austin® Zoo Animal Crackers | 80 | 2 | Each | 12.1 | O.U.D. |

GRAB 'N GO™ GRAHAM CRACKER SNACKS

| | | | | | | |
|-------------|--|-----|------|------|------|--------|
| 38000-24518 | Kellogg's® Crunchmania™ Cinnamon Bun | 100 | 1.76 | Each | 13.9 | O.U.D. |
| 38000-24520 | Kellogg's® Crunchmania™ French Toast | 100 | 1.76 | Each | 13.9 | O.U.D. |
| 30100-50689 | Keebler® Scooby-Doo!™ Bones Cinnamon Graham Sticks | 210 | 1 | Each | 15.9 | OK-D |
| 30100-50687 | Keebler® Bug Bites® Cinnamon Grahams | 210 | 1.1 | Each | 17.5 | OK-D |
| 30100-45682 | Keebler® Gripz® Cinnamon Grahams | 150 | 0.9 | Each | 10.4 | O.U.D. |
| 30100-40225 | Keebler® Elf® Grahams Chocolate Chip | 150 | 1 | Each | 11.6 | O.U.D. |
| 30100-40239 | Keebler® Elf® Grahams Chocolate | 150 | 1 | Each | 11.6 | O.U.D. |
| 30100-40221 | Keebler® Elf® Grahams Cinnamon | 150 | 1 | Each | 11.7 | O.U.D. |
| 30100-40213 | Keebler® Elf® Grahams Original | 150 | 1 | Each | 11.7 | O.U.D. |

SANDWICH CRACKERS

| | | | | | | |
|-------------|---|-----|------|-----------|------|--------|
| 30100-47324 | Keebler® Cheese & Peanut Butter 6 ct. Sandwich Crackers | 96 | 1.38 | 12/8 pk. | 9.0 | O.U.D. |
| 30100-47241 | Keebler® Club® & Cheddar 6 ct. Sandwich Crackers | 96 | 1.38 | 12/8 pk. | 9.0 | O.U.D. |
| 30100-47357 | Keebler® Toast & Peanut Butter 6 ct. Sandwich Crackers | 96 | 1.38 | 12/8 pk. | 9.0 | O.U.D. |
| 79783-40421 | Austin® Cheese on Cheese 6 ct. Sandwich Crackers | 216 | 1.38 | 18/12 pk. | 22.9 | O.U.D. |
| 79783-40412 | Austin® Peanut Butter on Cheese 6 ct. Sandwich Crackers | 216 | 1.38 | 18/12 pk. | 22.9 | O.U.D. |
| 79783-40420 | Austin® Peanut Butter on Toast 6 ct. Sandwich Crackers | 216 | 1.38 | 18/12 pk. | 22.9 | O.U.D. |
| 79783-48043 | Austin® Cheese on Cheese 4 ct. Sandwich Crackers | 192 | 0.93 | 24/8 pk. | 13.1 | O.U.D. |
| 79783-48044 | Austin® Peanut Butter on Cheese 4 ct. Sandwich Crackers | 192 | 0.93 | 24/8 pk. | 13.1 | O.U.D. |
| 79783-48045 | Austin® Peanut Butter on Toast 4 ct. Sandwich Crackers | 192 | 0.93 | 24/8 pk. | 13.1 | O.U.D. |

OTHER

| Case Code | Product Description | Ea/Case (ct) | Ea Net Wt (oz) | Inner Pkg or Display | Gross Wt (lbs) | Kosher |
|-----------|---------------------|--------------|----------------|----------------------|----------------|--------|
|-----------|---------------------|--------------|----------------|----------------------|----------------|--------|

FRUITY SNACKS

| | | | | | | |
|-------------|--------------------------------------|----|-----|------|-----|--|
| 38000-29663 | Kellogg's® Fruity Snacks Mixed Berry | 48 | 2.5 | Each | 9.0 | |
| 38000-29666 | Kellogg's® Fruity Snacks Strawberry | 48 | 2.5 | Each | 9.0 | |
| 38000-29669 | Kellogg's® Fruity Snacks Cherry | 48 | 2.5 | Each | 9.0 | |



WHOLESOME SNACKS

| Case Code | Product Description | Ea/Case (ct) | Ea Net Wt (oz) | Inner Pkg or Display | Gross Wt (lbs) | Kosher |
|---|---|--------------|----------------|----------------------|----------------|--------|
| KELLOGG'S® NUTRI-GRAIN® CEREAL BARS (3/16 ct. Display Pack) | | | | | | |
| 38000-35645 | Nutri-Grain® Cereal Bar Apple Cinnamon | 48 | 1.3 | 3/16 ct. | 5.6 | KD |
| 38000-35745 | Nutri-Grain® Cereal Bar Blueberry | 48 | 1.3 | 3/16 ct. | 5.6 | KD |
| 38000-35845 | Nutri-Grain® Cereal Bar Raspberry | 48 | 1.3 | 3/16 ct. | 5.6 | KD |
| 38000-35945 | Nutri-Grain® Cereal Bar Strawberry | 48 | 1.3 | 3/16 ct. | 5.6 | KD |
| 38000-05872 | Nutri-Grain® Cereal Bar Display Assortment: Apple Cinnamon, Blueberry, Strawberry | 48 | 1.3 | 3/16 ct. | 5.6 | KD |
| 38000-12065 | Nutri-Grain® Yogurt Bar Strawberry | 48 | 1.3 | 3/16 ct. | 5.6 | KD |
| KELLOGG'S™ CINNABON™ BARS (6/12 ct. Display Pack) | | | | | | |
| 38000-47173 | Cinnabon® Snack Bars Original | 72 | 1.3 | 6/12 ct. | 6.5 | |
| 38000-47170 | Cinnabon® Snack Bars Caramel | 72 | 1.3 | 6/12 ct. | 6.5 | |
| KELLOGG'S FIBERPLUS™ BARS (12/6 ct. Display Pack) | | | | | | |
| 38000-48721 | Kellogg's FiberPlus™ Bar Chocolate Chip | 72 | 1.2 | 12/6 ct. | 7.1 | |
| 38000-48723 | Kellogg's FiberPlus™ Bar Dark Chocolate Almond | 72 | 1.2 | 12/6 ct. | 7.1 | |
| KELLOGG'S® RICE KRISPIES TREATS® SQUARES (Display & Foodservice Packs) | | | | | | |
| 38000-04831 | Rice Krispies Treats® Caramel Chocolate Chunk | 80 | 1.48 | 4/20 ct. | 9.5 | |
| 38000-26847 | Rice Krispies Treats® Double Chocolatey Chunk | 80 | 1.3 | 4/20 ct. | 8.6 | |
| 38000-26547 | Rice Krispies Treats® Original | 80 | 1.3 | 4/20 ct. | 8.6 | |
| 38000-26503 | Rice Krispies Treats® Original | 80 | 2.6 | 4/20 ct. | 17.3 | |
| 38000-51109 | Rice Krispies Treats® Original Mini Squares | 600 | 0.39 | Each | 17.5 | |
| 38000-26532 | Rice Krispies Treats® Original Treat Sheet | 5 | 32 | Sheet | 11.5 | |
| KELLOGG'S® CHEWY CEREAL BARS (4/24 ct. Display Pack) - School Item! | | | | | | |
| 38000-48396 | Rice Krispies® Chewy Cereal Bar Apple Cinnamon | 96 | 1.27 | 4/24 ct. | 8.1 | |
| 38000-48399 | Cocoa Krispies® Chewy Cereal Bar Chocolate | 96 | 1.27 | 4/24 ct. | 8.1 | |
| KELLOGG'S® SPECIAL K® BARS (Display & Grocery Packs) | | | | | | |
| 38000-12885 | Special K® Bar Blueberry | 96 | 0.81 | 8/12 ct. (Display) | 6.9 | |
| 38000-12883 | Special K® Bar Strawberry | 96 | 0.81 | 8/12 ct. (Display) | 6.9 | |
| 38000-22222 | Special K® Bar Vanilla Crisp | 72 | 0.8 | 12/6 ct. (Grocery) | 5.5 | |
| 38000-24780 | Special K® Bar Chocolatey Drizzle | 72 | 0.8 | 12/6 ct. (Grocery) | 5.5 | |
| KELLOGG'S® SPECIAL K™ PROTEIN MEAL BARS (6/8 ct. Display Pack) | | | | | | |
| 38000-29187 | Special K™ Protein Meal Bar Double Chocolate | 48 | 1.59 | 6/8 ct. | 6.5 | |
| 38000-29189 | Special K™ Protein Meal Bar Chocolate Peanut Butter | 48 | 1.59 | 6/8 ct. | 6.5 | |
| 38000-29185 | Special K™ Protein Meal Bar Strawberry | 48 | 1.59 | 6/8 ct. | 6.5 | |
| 38000-34386 | Special K™ Protein Meal Bar Chocolate Chip | 48 | 1.59 | 6/8 ct. | 6.5 | |
| KELLOGG'S® SNACKS GRAB 'N GO™ ASSORTMENT CASE - Top Selling Display Packs in One Case! | | | | | | |
| 38000-45234 | Kellogg's® Grab 'N Go™ Display Assortment: Pop-Tarts® Frosted Strawberry 6/2 ct., Pop-Tarts® Frosted Brown Sugar Cinnamon 6/2 ct., Nutri-Grain® Cereal Bar Strawberry 1.3 oz./16 ct., Rice Krispies Treats® 1.3 oz./20 ct., Special K® Bar Strawberry 0.81 oz./12 ct., (2) Cheez-It® Original 1.5 oz./8 ct., Famous Amos® Chocolate Chip Cookie 2 oz./8 ct. | 84 | Assorted | Display | 11.0 | |

ALL-NATURAL WHOLESOME SNACKS

| | | | | | | |
|---|---|-----|------|--------------------|------|--------|
| KASHI® GOLEAN® BARS (6/12 ct. Display Pack) | | | | | | |
| 18627-12740 | Kashi® GOLEAN® Crunchy! Bar Chocolate Caramel | 72 | 1.59 | 6/12 ct. | 9.7 | O.U.D. |
| 18627-12742 | Kashi® GOLEAN® Crunchy! Bar Chocolate Peanut | 72 | 1.76 | 6/12 ct. | 10.5 | O.U.D. |
| KASHI® TLC® BARS (Display & Grocery Packs) | | | | | | |
| 18627-37947 | Kashi® TLC® Chewy Granola Bar Trail Mix | 72 | 1.23 | 6/12 ct. (Display) | 7.4 | O.U.D. |
| 18627-37949 | Kashi® TLC® Chewy Granola Bar Honey Almond Flax | 72 | 1.23 | 6/12 ct. (Display) | 7.4 | O.U.D. |
| 18627-37945 | Kashi® TLC® Chewy Granola Bar Peanut Butter | 72 | 1.23 | 6/12 ct. (Display) | 7.4 | O.U.D. |
| 18627-03003 | Kashi® TLC® Chewy Granola Bar Cherry Dark Chocolate | 72 | 1.23 | 12/6 ct. (Grocery) | 7.8 | O.U.D. |
| BEAR NAKED® GRANOLA (12/2 oz. Bag) | | | | | | |
| 856416-00051 | Bear Naked® Fruit and Nut | 12 | 2 | Each | 2.0 | OK |
| 856416-00052 | Bear Naked® Peak Protein Original | 12 | 2 | Each | 2.0 | OK |
| STRETCH ISLAND FRUIT CO.™ ALL-NATURAL FRUIT LEATHERS (6/30 ct. Display Pack) | | | | | | |
| 79126-31501 | Stretch Island Fruit Co.™ Fruit Leather Autumn Apple | 180 | 0.5 | 6/30 ct. | 7.4 | |
| 79126-31513 | Stretch Island Fruit Co.™ Fruit Leather Harvest Grape | 180 | 0.5 | 6/30 ct. | 7.4 | |
| 79126-31521 | Stretch Island Fruit Co.™ Fruit Leather Summer Strawberry | 180 | 0.5 | 6/30 ct. | 7.4 | |