



August 20, 2008

To our valued customer,

As a food service professional, you know that today's children are not meeting the daily recommendations for whole grain or fiber. Pop-Tarts® One Serving of Whole Grain is a delicious product that can help fill these gaps.

We are pleased to announce that we are adding even more fiber in our Pop-Tarts® One Serving of Whole Grain products... from 3 grams of fiber (a good source) to 5 grams of fiber (an excellent source) per serving. The amount of whole grain in the product (16 grams per serving) remains unchanged. We are excited to deliver this added nutrition to this product.

As a result of our formulation, this product will now provide 1 bread equivalent, rather than 1.25. Some of the fiber ingredients added to the product replaced some of the enriched flour in the original formula which caused the amount of creditable grains to drop (fiber ingredients do not qualify as creditable grains). The bread equivalent and grams of creditable grains is included below for your convenience.

Thanks,

Cheryl L. Dolven, MS, RD  
Kellogg Company

1 oz = 28.3 grams	Product Name	Grain/Bread Serving	Pack Size	Serving Size (Servings per Pkg)	Grams of Creditable Grains
<b>Kellogg's® Pop-Tarts® Toaster Pastries with one serving of Whole Grain – Single Count (now with 5 grams of fiber)</b>					
38000-36657	Pop-Tarts® Strawberry	1	120/1.76 oz.	1 Pastry	16.1
38000-36651	Pop-Tarts® Brown Sugar Cinnamon	1	120/1.76 oz.	1 Pastry	16.2