



Clever promotions can turn passive observers into active consumers given that 70% of decisions are made at the time of purchase.* Vending consumers are interested in keeping up with trends and music, making them an ideal audience for technology and entertainment products.**

Drive Turns With A New On-Pack Promotion!

CONSUMERS CAN TEXT FOR A CHANCE TO **WIN** AN ELECTRONIC TABLET!

PLUS, FIFTY \$50 SECOND PRIZES!

(Electronic Tablet to be awarded in the form of a pre-paid debit card. Message and data rates may apply. Check your carrier for details.)



Visit RKTOOnTheGo.com for full details and rules.

Product Specifications	Manufacturer Code	Product Description	Case Pack	Gross Case Weight (lbs.)
	38000-52402	Rice Krispies Treats® Original 2.13 oz.	4/12 ct.	8.57



For more information, call your Kellogg's Food Away From Home representative 1-877-511-5777 or visit our website at www.kelloggsfoodawayfromhome.com

*SOURCE: MINTEL AUGUST 2009
**SOURCE: MINTEL: VENDING, 2009