

Quality Brands for Instant *Grahamification*!



Achieve instant brand recognition
and increased sales with
Kellogg's® graham cracker snacks.



cereals

snacks

cookies

crackers

cones

veggie foods

Unbeatable Quality and Outstanding Variety Make Kellogg's® Grahams #1 in Foodservice!

Kellogg is committed to providing nutritious, great-tasting products for kids of all ages. For every appetite and for every daypart, Kellogg's® Grahams are the answer: prepackaged and ready to go!

- Kellogg offers a wide assortment of flavors and packaging to meet your customers' preferences.
- Kellogg has recognizable brands and features characters that consumers know and love.
- All varieties make for easy K-12 planning.
 - Meet 35-10-35 nutrition guidelines.*
 - At least one bread serving.**
 - Pre-portioned packaging may reduce labor costs and offer minimal cleanup.

**New
Graphics &
Great Brands
Kids Love!**

Kids love 'em!

Introducing *Crunchmania*™ and *Bug Bites*®.



- *Crunchmania*™ snacks have on-trend flavors like real cinnamon buns, French toast slices, strawberry waffles, blueberry muffins and vanilla grahams that are proven kid favorites.
 - Two bread servings – just add fruit and milk for a USDA fully reimbursable meal!
- *Bug Bites*® provide 1.25 bread servings and come in fun bug shapes that drive incremental participation.
- 89% of children rate Kellogg's® Graham snacks' taste as good or really good.¹

Grown-ups love 'em, too!

Great-tasting Grahams with nutritional value.

- Many Kellogg's® Grahams are calcium-fortified, making them a perfect part of a nutritious breakfast, lunch or all-day snack.
- Low Fat French Vanilla and Low Fat Original Grahams contain 1 gram of fat per serving.
- Three-pack Grahams have 5 grams or less of sugar, 100 calories or less per serving and meet a diabetic bread exchange.
- Three-count Grahams are available in a variety pack offering multiple flavors in just one SKU.



UPC CODE	DESCRIPTION	CASE PACK	GROSS CASE WEIGHT (lb.)	CASE DIMENSIONS	CASE CUBE	DISTRIBUTOR CODE
38000-34062	 Kellogg's® <i>Crunchmania</i> ™ Bite-Size Mini Vanilla Grahams Graham Snacks	100/1.76 oz.	13.90	17.9" x 15.9" x 8.8"	1.45	
38000-24518	Kellogg's® <i>Crunchmania</i> ™ Bite-Size Cinnamon Bun Graham Snacks	100/1.76 oz.	13.90	17.9" x 15.9" x 8.8"	1.45	
38000-24520	Kellogg's® <i>Crunchmania</i> ™ Bite-Size French Toast Graham Snacks	5100/1.76 oz.	13.90	17.9" x 15.9" x 8.8"	1.45	
38000-28669	Kellogg's® <i>Crunchmania</i> ™ Bite-Size Blueberry Muffin Graham Snacks	100/1.76 oz.	13.90	17.9" x 15.9" x 8.8"	1.45	
38000-28667	Kellogg's® <i>Crunchmania</i> ™ Bite-Size Strawberry Waffle Graham Snacks	100/1.76 oz.	13.90	17.9" x 15.9" x 8.8"	1.45	
30100-34103	 Keebler® <i>Bug Bites</i> ®	175/1 oz.	13.75	19.5" x 14.3" x 12.6"	2.05	
30100-28665	Keebler® Scooby-Doo!™ Baked Cinnamon Graham Sticks	175/1 oz.	13.75	19.56" x 14.31" x 12.63"	2.05	
30100-40221	Keebler® <i>Elf</i> ® Grahams Cinnamon with Calcium	150/1 oz.	11.65	15.82" x 13.32" x 9.38"	1.14	
30100-40239	Keebler® <i>Elf</i> ® Grahams Chocolate with Calcium	150/1 oz.	11.62	15.82" x 13.32" x 9.38"	1.14	
30100-40225	Keebler® <i>Elf</i> ® Grahams Chocolate Chip with Calcium	150/1 oz.	11.64	15.82" x 13.32" x 9.38"	1.14	
30100-40213	Keebler® <i>Elf</i> ® Grahams Original with Calcium	150/1 oz.	11.68	15.82" x 13.32" x 9.38"	1.14	
Two-Count						
30100-38406	Keebler® Honey Grahams	200/2 ct.	7.24	17.5" x 9.87" x 6.13"	0.61	
30100-30074	Keebler® Original Grahams	200/2 ct.	7.25	16.06" x .31" x 6.38"	0.49	
Three-Count						
30100-38141	Keebler® Apple Cinnamon Grahams	150/3 ct.	7.42	17.06" x 8.31" x 6.38"	0.52	
30100-38133	Keebler® Cinnamon Crisp Grahams	150/3 ct.	7.42	17.06" x 8.31" x 6.38"	0.52	
30100-76450	Keebler® Honey Grahams with Calcium	150/3 ct.	8.83	17.06" x 8.31" x 6.38"	0.52	
30100-38299	Keebler® Honey Grahams with Fiber	150/3 ct.	8.53	17.06" x 8.31" x 6.38"	0.52	
30100-38166	Keebler® Low Fat French Vanilla Grahams	150/3 ct.	7.80	17.06" x 8.31" x 6.38"	0.52	
30100-38687	Keebler® Low Fat Grahams	150/3 ct.	8.53	17.06" x 8.31" x 6.38"	0.52	
30100-30073	Keebler® Original Grahams with Calcium	150/3 ct.	8.83	17.06" x 8.31" x 6.38"	0.52	
30100-38174	Keebler® Grahams Variety Pack – Apple Cinnamon, Cinnamon, Honey Grahams with Calcium, and Low Fat French Vanilla	163 ct. (4 flavors)	9.00	15.19" x 10.57" x 6.13"	0.57	
Bulk						
30100-20248	Keebler® Grahams Honey	30 pack bulk	10.85	12.63" x 8.38" x 10.5"	0.64	
30100-18431	Keebler® Original Grahams	30 pack bulk	10.85	12.63" x 8.38" x 10.5"	0.64	
Retail						
30100-02915	Keebler® Grahams Honey	12/16 oz.	13.47	15.25" x 8.5" x 10.38"	0.78	
30100-05710	Keebler® Grahams Honey	6/32 oz.	14.08	15.25" x 8.5" x 10.38"	0.78	

**For more information, contact your Kellogg's® Food Away From Home representative at 877-511-5777 or visit www.kelloggsfoodawayfromhome.com
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