

Offer your guests the brands they love and make them  
*feel right at home.*



Increase RevPAR  
and guest satisfaction with  
leading *Kellogg's* brands.

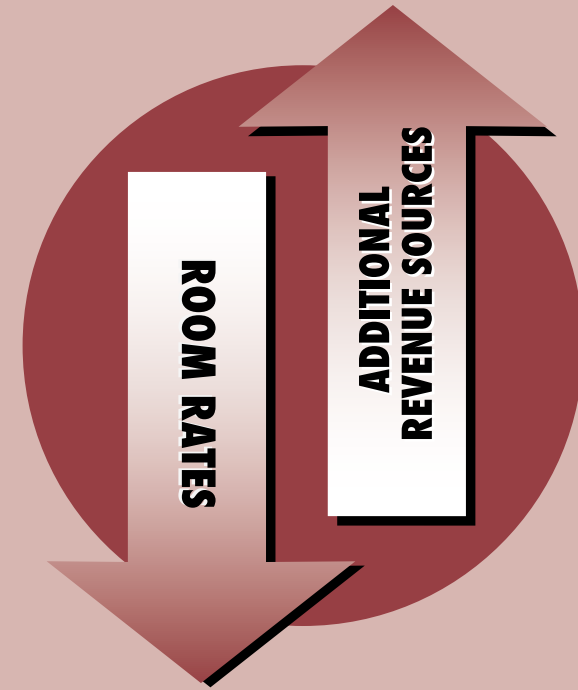


Bringing our focus to your business.™

Room rates are down.  
*Don't let your RevPAR go with them.*

Revenue per available room dropped 18.1% in 2009 to hit the lowest level since Smith Travel Research started tracking the statistic 16 years ago.<sup>1</sup> During these challenging times, hotel operators are finding it difficult to increase or even maintain RevPAR.

While forecasts call for occupancy rates to improve, lower room rates are expected to stand in the way of maintaining RevPAR. Therefore, in order to drive RevPAR, it has never been more important to maximize additional sources of revenue.



**If room rates are down, increase additional revenue sources to maximize RevPAR.**

**Additional Revenue Sources include:**



Market Store,  
Mini-Bar and  
Lobby Kiosks



Banquets  
and Catering



Restaurants and  
Room Service



Complimentary  
Breakfast



Keep RevPAR up by  
*carrying the right brand set.*

To drive revenue and maximize value, make sure to stock the relevant brands your guests know and love. When you offer the right set of brands, you increase guest satisfaction and maximize RevPAR.

**Kellogg** is the breakfast leader with  
*the brands you need.*

64%

of guests agree that branded cereal has a positive impact on their stay.<sup>2</sup>

**Kellogg** has the brands that make guests want to eat at your property.

Whether you are **Full-Serve** or **Limited-Serve**, **Kellogg** is uniquely positioned to help you provide the right variety of on-trend brands.

Cereal is the #1 breakfast item consumed at home and away from home.<sup>3</sup> When consumers are on the road, they want the brands they know and love from home.

**Kellogg's® is the #1 breakfast food brand in lodging.<sup>2</sup>**

*Something to Consider:*

If a guest's favorite cereal isn't available, they could turn to breakfast items like eggs, bacon and omelets, which often carry higher food and labor costs.

**The right brands for the right guests.**

The business traveler has different tastes and needs than the vacationing family with children. Make sure to consider the brands and pack types that are best suited for your guest demographic.



**New Kellogg Lodging Products:**

• **NEW** cereals available in straight cases of individual cereal boxes.

**Kashi® Heart-to-Heart®** and **Kellogg's® Special K® Red Berries**

- **Kellogg's® Special K® Red Berries Cereal** is the #1 **Special K® Cereal** flavor and is still growing.<sup>4</sup>
- **Kellogg's® Special K® Red Berries Cereal** is the #6 top selling **Kellogg's® Cereal** and is a top 10 adult ready-to-eat-cereal brand.<sup>4</sup>
- **Kashi® Cereal** is the #1 natural cereal brand with over 50% market share.<sup>4</sup>
- **Kashi® Heart to Heart® Cereal** has one gram soluble fiber, six natural antioxidants and 100% daily value of 3 B-vitamins.

*Coming March 2010*



• **NEW Kellogg's® Low Fat Crunchy Granola Clusters**  
Available in bulk.

- A bulk granola cereal option without raisins or nuts.
- This granola is the perfect solution for on-trend parfait creations.

*Available NOW!*



• **UPDATED Kellogg's® Snacks Grab 'n Go™ Assortment**

- Offers top-selling brands for all day snacking solutions in one convenient case.
- Add incremental revenue to your bottom line with this space-efficient assortment.

Business Travelers		
Wellness Individual Cereal Box Assortment	+	Straight Cases

**Right Brands for you**

Leisure Travelers with Kids		
Family Individual Cereal Box Assortment	+	Straight Cases

**Right Brands for you**

<sup>1</sup> Hotel Interactive "Room Demand is on the Rise!" November 2009

<sup>2</sup> Datassential Online Lodging Survey, July 2007 <sup>3</sup> NPD Eating Patterns in America 2009 <sup>4</sup> IRI, FDMxW, 52 Weeks Ending 11/01/09



## Market Store, Mini-Bar and Lobby Kiosks

Offer portable solutions with **Grab 'n Go™** products to cater to guests' busy lifestyles.

- Consumers are becoming increasingly mobile, leading to higher on-the-go food consumption. Portable, snacking products are filling this need.
- 9 out of 10 consumers purchase portable convenience goods.<sup>5</sup>
- The availability of preferred brands in your market store, mini-bar and lobby kiosk can increase overall satisfaction and positively impact RevPAR.

**Kellogg is the cereal leader in lodging,<sup>2</sup> foodservice<sup>6</sup> and retail.<sup>4</sup>**



## Restaurants and Room Service



Guests who dine on-site increase your hotel's RevPAR, and they're more likely to seek out familiar brands.



Today, hotel restaurants are increasingly competing with local eateries. **Kellogg** can help better your guests' restaurant experience.

**The hotel buffet and dining area is the one main area where guests want to see name brands.<sup>2</sup>**

### Veggie Foods are The New Mainstream

Consumers are demanding healthier foods and the popularity of protein alternatives is skyrocketing. For your guests who are looking for vegetarian or better-for-you options, offer menu choices featuring **Morningstar Farms®** and **Gardenburger®**, the leading veggie foods brands.<sup>8</sup>

Veggie foods:

- Are versatile. Serve up constant variety with over 20 products.
- Allow for reduced labor costs (just heat and serve) and increased check averages. Consumers are willing to pay more for brands that support a healthy lifestyle.<sup>9</sup>
- Expand your menu with innovative and on-trend recipe and menu ideas featuring better-for-you meat alternatives.



**83% of patrons agree they wish they had more veggie options when they eat away from home.<sup>10</sup>**



**Kellogg's®**

9 of the 10 most popular cereal brands in lodging.<sup>2</sup>



**Kellogg's® Rice Krispies Treats® Squares**

The #1 selling marshmallow treat in America.<sup>7</sup>



**Kellogg's® Nutri-Grain® Cereal Bars**

The leading cereal bar brand made with real fruit and oats.<sup>7</sup>



**Cheez-It® Crackers**

The #1 cheese cracker in retail.<sup>7</sup>



**Kellogg's® Pop-Tarts® Toaster Pastries**

Outsells other toaster pastries. 12:1<sup>7</sup>



**Kellogg's® Special K® Bars**

The fastest growing breakfast bars in the country.<sup>7</sup>



**Famous Amos® Chocolate Chip Cookies**

A long-time American favorite.



**Bear Naked™ Granola Pouches**

**Kashi® TLC® Chewy Granola Bars**

**Kashi®** has the #1 natural cereal in the retail channel<sup>4</sup> and the **Bear Naked™** brand is currently the #2 largest granola brand nationally.<sup>4</sup>



## Banquets and Catering

With the premium brands your guests have come to expect, **Kellogg** can help increase your catering business by providing a range of solutions to meet your needs.



**Kellogg's®** brands are ideal for high-end events, such as boardroom luncheons, corporate dinners, banquets, weddings and more.

For the night's main event, feature premium brands such as **Carr's® Crackers**.



**Kellogg's®** brands can also meet your everyday meeting event needs.

Go-to snack brands such as **Cheez-It® Crackers**, **Rice Krispies Treats® Squares**, **Nutri-Grain® Cereal Bars** and **Pop-Tarts® Toaster Pastries** are always a big hit.

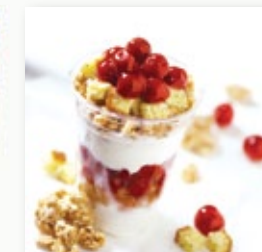


## Complimentary Breakfast

- Guests see great value in this added amenity.
- 58% of guests see a free breakfast as a very influential factor in hotel selection.<sup>11</sup>



**NEW** brands available in individual cereal boxes in March 2010!



This is the right brand set  
to keep RevPAR up.



Case Code	Recommended Products for Lodging	Case Pack	Gross Case Wt. (lbs.)	Market Stores, Mini-Bars and Lobby Kiosks	Restaurants and Room Service	Banquets and Catering	Complimentary Breakfast
<b>Kellogg's® Cereal-in-a-Cup</b>							
18627-33313	Kashi® All-Natural Cereal Assortment Pack	Assorted/36 ct.	6.84	📍		🍽️	
38000-12609	Kellogg's® Cereal Assortment Pack - Classic	Assorted/60 ct.	12.15	📍		🍽️	
38000-12611	Kellogg's® Cereal Assortment Pack - Favorite	Assorted/60 ct.	11.98	📍		🍽️	
38000-18315	Kellogg's® Cereal Assortment Pack - Wellness	Assorted/60 ct.	13.02	📍		🍽️	
<b>Kellogg's® Cereal Individual Box</b>							
18627-50236	Kashi® Heart to Heart® Cereal - NEW!	1.4 oz./36 ct.	5.07		📍		🍽️
38000-21984	Kellogg's® Apple Jacks® Cereal	0.95 oz./70 ct.	7.99		📍		🍽️
38000-22055	Kellogg's® Assortment Pack - Family	Assorted/72 ct.	8.40		📍		🍽️
38000-38118	Kellogg's® Assortment Pack - Wellness	Assorted/72 ct.	9.30		📍		🍽️
38000-21946	Kellogg's® Corn Pops® Cereal	0.95 oz./70 ct.	7.99		📍		🍽️
38000-21973	Kellogg's® Froot Loops® Cereal	0.95 oz./70 ct.	7.99		📍		🍽️
38000-21962	Kellogg's® Frosted Flakes® Cereal	1.2 oz./70 ct.	8.84		📍		🍽️
38000-22013	Kellogg's® Low Fat Granola with Raisins Cereal	2.22 oz./70 ct.	13.88		📍		🍽️
38000-21942	Kellogg's® Raisin Bran® Cereal	1.52 oz./70 ct.	10.00		📍		🍽️
38000-21968	Kellogg's® Special K® Cereal	0.81 oz./70 ct.	7.34		📍		🍽️
38000-50259	Kellogg's® Special K® Red Berries Cereal - NEW!	TBD/36 ct.	TBD		📍		🍽️
<b>Kellogg's® Cereal Bowl Pack</b>							
38000-07338	Kellogg's® Cereal Assortment Pack - Family	Assorted/96 ct.	10.10				🍽️
38000-07337	Kellogg's® Cereal Assortment Pack - Favorite	Assorted/96 ct.	10.80				🍽️
38000-29519	Kellogg's® Cereal Assortment Pack - Wellness	Assorted/96 ct.	12.50				🍽️
<b>Kellogg's® Cereal Bulk Pack</b>							
884623-46967	Bear Naked™ Fruit and Nut Granola Cereal	48 oz./4 ct.	14.00	📍		🍽️	🍽️
18627-47192	Kashi® GOLEAN Crunch!® Cereal	50 oz./4 ct.	13.50			🍽️	🍽️
38000-16620	Kashi® Heart to Heart® Cereal	48 oz./4 ct.	14.74			🍽️	🍽️
38000-00191	Kellogg's® Corn Flakes® Cereal	26 oz./4 ct.	8.10			🍽️	🍽️
38000-01791	Kellogg's® Froot Loops® Cereal	31 oz./4 ct.	9.30			🍽️	🍽️
38000-01591	Kellogg's® Frosted Flakes® Cereal	40 oz./4 ct.	11.60			🍽️	🍽️
38000-13791	Kellogg's® Low Fat Granola with Raisins Cereal	50 oz./4 ct.	13.50	📍	📍	🍽️	🍽️
38000-49834	Kellogg's® Low Fat Granola Crunchy Clusters Cereal (No Raisins, No Nuts) - NEW!	50 oz./4 ct.	13.50	📍	📍	🍽️	🍽️
38000-00891	Kellogg's® Raisin Bran® Cereal	56 oz./4 ct.	15.60			🍽️	🍽️
38000-00591	Kellogg's® Rice Krispies® Cereal	27 oz./4 ct.	8.30		📍	🍽️	🍽️
38000-05349	Kellogg's® Raisin Bran Crunch® Cereal	50 oz./4 ct.	14.10			🍽️	🍽️
38000-01691	Kellogg's® Special K® Cereal	32 oz./4 ct.	10.20			🍽️	🍽️
38000-18166	Kellogg's® Special K® Red Berries Cereal	44 oz./4 ct.	13.50			🍽️	🍽️
<b>Kellogg's® Morning Jump-Starts™ Breakfast to Go Kits</b>							
38000-31028	Kellogg's® Apple Jacks® Reduced Sugar Bowl, Keebler® Elf® Grahams Cinnamon, Apple Juice	54 ct.	33.74	📍			
38000-31026	Kellogg's® Froot Loops® Reduced Sugar Bowl, Strawberry Pop-Tarts® Toaster Pastries, Apple Juice	54 ct.	36.71	📍			
38000-31024	Kellogg's® Frosted Flakes® Reduced Sugar Bowl, Blueberry Pop-Tarts® Toaster Pastries, Apple Juice	54 ct.	37.89	📍			
38000-31034	Kellogg's® Frosted Mini-Wheats® Bowl, Keebler® Elf® Grahams Original, Apple Juice	54 ct.	35.49				
38000-31036	Kellogg's® Rice Krispies® Bowl, Keebler® Scooby-Doo!™ Graham Sticks, Apple Juice	54 ct.	31.68	📍			
<b>Kashi® Hot Oatmeal-in-a Cup Pack</b>							
18627-31418	Kashi® Heart to Heart® Instant Oatmeal Assortment	Assorted/48 ct.	9.28	📍		🍽️	

Case Code	Recommended Products for Lodging	Case Pack	Gross Case Wt. (lbs.)	Market Stores, Mini-Bars and Lobby Kiosks	Restaurants and Room Service	Banquets and Catering	Complimentary Breakfast
<b>Kellogg's® Single-Serve Snacks</b>							
856416-00051	Bear Naked™ Granola Pouches - Fruit & Nut	2.0 oz./12 ct.	2.00	📍			
76677-98016	Famous Amos® Chocolate Chip Cookies	2.0 oz./60 ct.	9.50	📍		🍽️	
18627-37949	Kashi® TLC® Chewy Granola Bars - Honey Almond Flax	1.23 oz./72 ct.	7.36	📍		🍽️	
18627-37945	Kashi® TLC® Chewy Granola Bars - Peanut Peanut Butter	1.23 oz./72 ct.	7.36	📍		🍽️	
18627-37947	Kashi® TLC® Chewy Granola Bars - Trail Mix	1.23 oz./72 ct.	7.36	📍		🍽️	
30100-21768	Keebler® Fudge Shoppe® Mini Fudge Stripes Snack Size Cookies	2.0 oz./60 ct.	9.00	📍		🍽️	
30100-47357	Keebler® Sandwich Crackers - Toast & Peanut Butter	1.38 oz./96 ct.	9.00	📍		🍽️	
38000-45877	Kellogg's® Cinnabon™** Snack Bars - Caramel - NEW!	1.3 oz./72 ct.	6.50	📍		🍽️	
38000-45874	Kellogg's® Cinnabon™** Snack Bars - Original - NEW!	1.3 oz./72 ct.	6.50	📍		🍽️	
38000-35223	Kellogg's® Low Fat Granola with Raisins Crunchy Blends Pouches	1.5 oz./48 ct.	5.49	📍			
38000-35645	Kellogg's® Nutri-Grain® Cereal Bars - Apple Cinnamon	1.3 oz./48 ct.	5.60	📍		🍽️	
38000-35745	Kellogg's® Nutri-Grain® Cereal Bars - Blueberry	1.3 oz./48 ct.	5.60	📍		🍽️	
38000-35945	Kellogg's® Nutri-Grain® Cereal Bars - Strawberry	1.3 oz./48 ct.	5.60	📍		🍽️	
38000-31132	Kellogg's® Pop-Tarts® Toaster Pastries - Frosted Brown Sugar Cinnamon	3.5 oz./72 ct.	18.80	📍		🍽️	
38000-31732	Kellogg's® Pop-Tarts® Toaster Pastries - Frosted Strawberry	3.6 oz./72 ct.	19.50	📍		🍽️	
38000-26547	Kellogg's® Rice Krispies Treats® Squares - The Original	1.3 oz./80 ct.	8.60	📍		🍽️	
38000-26532	Kellogg's® Rice Krispies Treats® Squares - The Original Supersheet	32 oz./5 ct.	11.50	📍		🍽️	
38000-45234	Kellogg's® Snacks Grab 'N Go™ Assortment: Kellogg's® Pop-Tarts® Toaster Pastries - Frosted Brown Sugar Cinnamon; Kellogg's® Pop-Tarts® Toaster Pastries - Frosted Strawberry; Kellogg's® Nutri-Grain® Cereal Bars - Blueberry; Kellogg's® Rice Krispies Treats® Squares - The Original; Kellogg's® Special K® Cereal Bars - Strawberry; Sunshine® Cheez-It® Crackers - Original (2); Famous Amos® Chocolate Chip Cookies	Assorted/84 ct.	11.00	📍		🍽️	
38000-12883	Kellogg's® Special K® Cereal Bars - Strawberry	0.81 oz./96 ct.	6.87	📍		🍽️	
38000-29189	Kellogg's® Special K™ Protein Meal Bars - Chocolate Peanut Butter - NEW!	1.59 oz./48 ct.	6.48	📍		🍽️	
24100-12261	Sunshine® Cheez-It® Crackers - Original	1.5 oz./60 ct.	6.57	📍		🍽️	
24100-12660	Sunshine® Cheez-It® Crackers - White Cheddar	1.5 oz./60 ct.	6.57	📍		🍽️	
<b>Kellogg's® Crackers</b>							
59290-25593	Carr's® Assorted Biscuit Selection (Table Water,® Wheat, Original, Graham, Stone Wheat, Vegetable)	8.8 oz./12 ct.	9.25			🍽️	
59290-57672	Carr's® Royal Banquet Medley Assortment (4 Table Water,® 1 wheat variety)	24 Sleeves Bulk	9.38			🍽️	
59290-57533	Carr's® Table Water® Banquet Bite Size Crackers	24 Sleeves Bulk	8.00			🍽️	
59290-57322	Carr's® Table Water® Bite Size Crackers	4.25 oz./12 ct.	4.50			🍽️	
59290-57306	Carr's® Royal Mini Pack Table Water® Crackers	2.2 oz./24 ct.	5.00			🍽️	
30100-37739	Keebler® Cracker Medley: Toasteds® Wheat, Sesame and Buttercrisp; Club® Town House® and Keebler® Whole Grain Wheat	25 Sleeves	8.00			🍽️	
24100-16198	Sunshine® Krispy® Oyster Crackers Large	0.5 oz./150 ct.	6.50		📍	🍽️	
24100-13055	Sunshine® Krispy® Saltines Crackers	2 ct./500 ct.	7.60		📍	🍽️	
30100-01008	Zesta® Saltines Crackers	2 ct./500 ct.	7.41		📍	🍽️	
30100-21725	Zesta® Oyster Crackers Large	0.5 oz./150 ct.	6.50		📍	🍽️	
<b>Kellogg's® Eggo® Waffles</b>							
38000-69720	Kellogg's® Eggo® Blueberry Waffles	1.23 oz./120 ct.	10.90			🍽️	🍽️
38000-69520	Kellogg's® Eggo® Homestyle Waffles	1.23 oz./120 ct.	10.90			🍽️	🍽️
<b>Morningstar Farms® and Gardenburger® Veggie Products</b>							
84059-71122	Gardenburger® Malibu Burger (ORGANIC) (VEGAN)	3.2 oz./48 ct.	10.60		📍		
84059-00006	Gardenburger® The Original	3.4 oz./48 ct.	11.00		📍	🍽️	
28989-97760	Morningstar Farms® Chik Patties	2.5 oz./48 ct.	8.07		📍	🍽️	
28989-97712	Morningstar Farms® Garden Veggie Patties	3.5 oz./48 ct.	11.00		📍	🍽️	
28989-07191	Morningstar Farms® Grillers Prime®	3.4 oz./48 ct.	11.00		📍	🍽️	
28989-09668	Morningstar Farms® Sausage/Pizza Crumbles	10 lb. Bag/2 ct.	21.10		📍	🍽️	
28989-97765	Morningstar Farms® Spicy Black Bean Burger	3.3 oz./48 ct.	10.40		📍	🍽️	
28989-31651	Morningstar Farms® Spicy Chipotle Black Bean Burger	4.25 oz./48 ct.	14.43		📍	🍽️	
28989-97152	Morningstar Farms® Veggie Breakfast Sausage Patties	1.44 oz./104 ct.	9.90			🍽️	🍽️

Suggested *Kellogg's*<sup>®</sup> products help you increase guest satisfaction and RevPAR.  
For information, contact your *Kellogg's*<sup>®</sup> Food Away From Home Sales Representative,  
call 877-511-5777 or visit [www.kelloggsfoodawayfromhome.com](http://www.kelloggsfoodawayfromhome.com).



Bringing our focus to your business.<sup>TM</sup>

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