

3 Merchandising Tool/Planogram

A Properly Stocked Rack is Your Key to Success.

Use the recommendations below to ensure your rack is on-trend with your consumers' tastes.

Cereal-in-a-Cup



Recommended Adult
Cereal-in-a-Cup Floor
Dispenser Planogram



Item #4222
70" H x 17" D (12½" D Header)
Holds 60 cups



Recommended Adult
Cereal-in-a-Cup Counter
Dispenser Planogram



Item #4201
36" H x 17" D (12½" D Header)
Holds 36 cups

If you don't have a Kellogg's® Cereal-in-a-Cup Merchandising Dispenser, consider ordering one!

With Kellogg, you can provide your customers with a great selection of cereal flavors using just two SKUs:

38000-12609 – Kellogg's® Cereal-in-a-Cup Classic Assortment Includes:

- (6) Kellogg's Corn Flakes®
- (16) Kellogg's Frosted Flakes®
- (12) Kellogg's Frosted Mini-Wheats® Bite-Size
- (8) Kellogg's Raisin Bran Crunch®
- (6) Kellogg's Rice Krispies®
- (4) Kellogg's Smart Start® Antioxidants
- (8) Kellogg's Special K®

38000-18315 – Kellogg's® Cereal-in-a-Cup Wellness Assortment Includes:

- (15) Kellogg's Smart Start® Antioxidants
- (10) Kellogg's Smart Start® Healthy Heart
- (15) Kellogg's Special K®
- (15) Kellogg's Special K® Red Berries



Call 877-511-5777 to order a merchandising rack today.

AM/PM Snacking



Recommended Adult Snack
Countertop Unit Planogram

Item #3050
27 7/8" H x 15 5/8" W x 13 3/4" D
Holds 75-110 units



Recommended Adult Snack
Floor Unit Planogram

Item #3060
62 1/2" H x 26 1/2" W x 16 1/4" D
Holds 250-310 units

To maximize profit and turns, when selecting Kellogg's® snacks for your merchandiser, ensure you are stocking the top-selling SKUs using the following information:

Pop-Tarts® toaster pastries:

Choose products based on flavor popularity:

- #1: Frosted Strawberry, 38000-31732
- #2: Frosted Brown Sugar Cinnamon, 38000-31132
- #3: S'mores, 38000-05817
- #4: Regional favorite (Frosted Blueberry, Frosted Cherry), PM favorite (Apple Strudel, Hot Fudge Sundae) or rotational flavor

Get multiple flavors with one high-impact SKU:
38000-04888



Nutri-Grain® cereal bars:

Choose products based on flavor popularity:

- #1: Strawberry, 38000-35945
- #2: Apple Cinnamon, 38000-35645
- #3: Blueberry, 38000-35745

You can get all three flavors with one assortment SKU:
38000-05872



Special K® cereal bars:

Choose products based on flavor popularity:

- #1: Strawberry, 38000-12883
- #2: Vanilla Crisp, 38000-22222



Cheeze-It® crackers:

2 oz. packages are the proper size for an adult consumer base and should be stocked over 1.5 oz. options

- #1: Original, 24100-12322
- #2: White Cheddar, 24100-13434



Rice Krispies Treats® squares:

Include Original plus a flavor option for a nutritious but indulgent choice:

- #1: Original, 38000-26547
- #2: Double Chocolatey Chunk, 38000-26847



Famous Amos® cookies:

Stock the chocolate chip flavor (76677-98016) as a first option and then pick a regional favorite:

- Low Fat Ginger Snaps, 76677-30657
- Oatmeal Raisin, 76677-98017
- Chocolate Sandwich, 76677-42000



Rotational/Regional Selections:

In the spaces recommended, choose snacks that meet regional flavor, brand and/or nutrition preferences.

Good options are:

- Right Bites® 100 calorie snacks (Chips Deluxe®, Fudge Shoppe® Mini Fudge Stripes, Cheeze-It® Crackers)
- Sugar Free cookies; Variety pack, 30100-23357
- Kellogg's® Crunchy Blends® Low Fat Granola with Raisins, 38000-35223
- Special K® Protein Meal Bars, 38000-29187, 38000-29189



All-Natural Snacking

Recommended Adult All-Natural
Countertop Unit Planogram

This rack is modular to best suit your needs! Merchandise all Kashi products together in one unit (recommended) or break into individual trays and place as desired throughout your facility.

Item #3010
26" H x 16" W x 14 1/2" D
Holds 75-110 units

If you don't have a
Snack Rack or Kashi®
All-Natural
Merchandising Rack,
consider ordering one!

Call 877-511-5777 to order a merchandising rack today.