

Wellness Solutions Report

Assignment:
Circle the wellness products that increase
student participation.

★ A+



cereals snacks cookies crackers cones veggie foods



Kellogg's® Wellness Solutions

Kellogg offers wellness solutions through a large portfolio of products that assist children in meeting the USDA Dietary Guideline recommendations¹ for whole grains, calcium, protein, fiber and a variety of vitamins and minerals.

	Why Kids Need It
Fiber	<ul style="list-style-type: none"> • Promotes regularity and digestive health • May help lower LDL or bad cholesterol, and reduce the risk of heart disease • May help reduce the risk of certain types of cancers
Whole Grains	<ul style="list-style-type: none"> • Packed with essential vitamins and minerals • Children who eat whole grains have a lower BMI¹ • Children eat less than 1 whole grain serving per day which is 1/3 of their daily minimum requirement¹ • 40% of children and teens never eat whole grain foods²
Calcium	<ul style="list-style-type: none"> • The key building block for strong, healthy bones; the amount children get may help determine the strength of their bones throughout their entire life • 85% of girls and 60% of boys ages 9 to 18 fail to get the recommended 1,300 mgs of calcium per day²
Protein	<ul style="list-style-type: none"> • Builds, maintains and replaces the tissues in your body • Your muscles, organs and immune system are made up mostly of protein

Made with whole grain ingredients and fortified with vitamins and minerals



Made with whole grain ingredients, enriched with fiber and fortified with vitamins and minerals



Made with whole grain ingredients, good source of calcium and fortified with vitamins and minerals



Made with whole grain ingredients, and a good source of calcium



Made with whole grain ingredients, good source of calcium and fortified with vitamins and minerals



Made with whole grain ingredients, low in fat, good source of calcium and fortified with vitamins and minerals



Made with whole grain ingredients, and a good source of calcium



¹ Am J Epidemiol. 2003 Aug 1; 158(3):243-50, Whole grain intake is associated with lower body mass and greater insulin sensitivity among adolescents. Steffen LM, Jacobs DR Jr, Murtaugh MA, Moran A, Steinberger J, Hong CP, Sinaiko AR. Division of Epidemiology, University of Minnesota School of Public Health, Minneapolis 55454, USA. ² KidsHealth for Parents, The New Food Guide Pyramid, June 2005.

Top of the Class Kellogg's® Wellness Products

Below are some kid-favorite products that offer a variety of nutritional benefits. For a complete listing of Kellogg's® wellness products, contact your Kellogg's® Food Away From Home representative or visit www.kelloggsfoodawayfromhome.com.



Contains 40% or less calories from sugar AND 8 grams of fat or less per serving.

Product Description	K+	Product Code	Pack Size	Meal Component
Enriched with Fiber				
Kellogg's® Frosted Mini-Wheats® Bite - Size Bowl Pack Cereal		38000-04996	96/1oz	1 bread
Kellogg's Raisin Bran® Bowl Pack Cereal		38000-00896	96/1.25oz	1 bread
Keebler® Graham Selects® Honey Grahams with Fiber		30100-38299	150/3ct	1 bread
Morningstar Farms® Spicy Black Bean Burger		28989-97765	48/3.25oz	2 APP**
Made with Whole Grain Ingredients				
NEW! Kashi Mighty Bites™ Honey Crunch Bowl Pack Cereal		18627-28231	96/.8oz	1 bread
Kellogg's® Apple Jacks® Bowl Pack Cereal*		38000-02996	96/.625oz	1 bread
NEW! Kellogg's® Apple Jacks® Reduced Sugar Bowl Pack Cereal*	TBD	38000-29472	96/TBDoz	1 bread
Kellogg's® Cruncheroas® Bowl Pack Cereal		38000-02296	96/.625oz	1 bread
Kellogg's® Complete® Wheat Bran Flakes Bowl Pack Cereal		38000-00696	96/.875oz	1 bread
NEW! Kellogg's® Eggo® Bowl Pack Cereal		38000-27432	96/.8oz	1 bread
Kellogg's® Froot Loops® 1/3 Less Sugar Bowl Pack Cereal*		38000-21863	96/.67oz	1 bread
Kellogg's® Froot Loops® Bowl Pack Cereal*		38000-01796	96/.75oz	1 bread
Kellogg's® Frosted Mini-Wheats® Bite-Size Bowl Pack Cereal		38000-04996	96/1oz	1 bread
NEW! Kellogg's® Mini-Swirlz™ Cinnamon Bun Bowl Pack Cereal		38000-25372	96/.73oz	1 bread
NEW! Kellogg's® Mini-Swirlz™ Fudge Ripple Bowl Pack Cereal		38000-25834	96/.73oz	1 bread
Kellogg's® Product 19® Bowl Pack Cereal		38000-01996	96/.75oz	1 bread
Kellogg's Raisin Bran® Bowl Pack Cereal		38000-00896	96/1.25oz	1 bread
Kellogg's® Raisin Bran Crunch® Cereal-in-a-Cup		38000-12163	60/2.8oz	2.8 breads
Kellogg's® Smart Start® Cereal-in-a-Cup		38000-17047	60/2.7oz	2.7 breads
NEW! Kellogg's® Tiger Power™ Bowl Pack Cereal		38000-25835	96/.81oz	1 bread
NEW! Kellogg's® Cinnamania™ Graham Snacks, All Varieties		ALL	100/1.76oz	2 breads
NEW! Kellogg's® Crunchmania™ Graham Snacks, All Varieties		ALL	100/1.76oz	2 breads
Kellogg's® Nutri-Grain® Cereal Bar, All Varieties		ALL	48/1.3oz	0.75 bread
Kellogg's® Nutri-Grain® Muffin Bar Blueberry		38000-19182	96/1.6oz	1 bread
NEW! Scooby-Do!™ Baked Cinnamon Graham Cracker Sticks		30100-28665	175/1oz	1 bread
Keebler® Wheatables® Crackers Original		30100-17500	60/1.5oz	1.75 breads
Good Source of Calcium				
Keebler® Elf® Grahams with Calcium, All Varieties		ALL	150/1oz	1 bread
Keebler® Graham Selects® Honey Grahams with Calcium		30100-76450	150/3ct	1 bread
Keebler® Graham Selects® Original Grahams with Calcium		30100-30073	150/3ct	1 bread
Kellogg's® Cereal & Milk Bar, All Varieties		ALL	reference individual packages	reference individual packages
NEW! Kellogg's® Cinnamania™ Graham Snacks, All Varieties		ALL	100/1.76oz	2 breads
NEW! Kellogg's® Crunchmania™ Graham Snacks, All Varieties		ALL	100/1.76oz	2 breads
Kellogg's® Nutri-Grain® Cereal Bar, All Varieties		ALL	48/1.3oz	0.75 bread
Kellogg's® Nutri-Grain® Yogurt Bar, All Varieties		ALL	48/1.3oz	0.75 bread
NEW! Scooby-Do!™ Baked Cinnamon Graham Cracker Sticks		30100-28665	175/1oz	1 bread
Fortified with Vitamins and Minerals				
Kellogg's® Bowl Pack Cereal, All Varieties	some varieties	ALL	reference individual packages	1 bread
Kellogg's® Cereal-in-a-Cup, All Varieties	some varieties	ALL	reference individual packages	reference individual packages
NEW! Kellogg's® Cinnamania™ Graham Snacks, All Varieties		ALL	100/1.76oz	2 breads
NEW! Kellogg's® Crunchmania™ Graham Snacks, All Varieties		ALL	100/1.76oz	2 breads
Kellogg's® Nutri-Grain® Cereal Bar, All Varieties		ALL	48/1.3oz	0.75 bread
Kellogg's® Pop-Tarts® Single Count, All Varieties	some varieties	ALL	reference individual packages	1 bread
Kellogg's® Rice Krispies Treats®, All Varieties	some varieties	ALL	reference individual packages	reference individual packages

Top of the Class Kellogg's® Wellness Products

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Contains 40% or less calories from sugar AND 8 grams of fat or less per serving.

Product Description	K+	Product Code	Pack Size	Meal Component
Less Sugar or Reduced Fat				
NEW! Kellogg's® Apple Jacks® Reduced Sugar Bowl Pack Cereal*	TBD	38000-29472	96/TBDoz	1 bread
Kellogg's® Froot Loops® 1/3 Less Sugar Bowl Pack Cereal*		38000-21863	96/.67oz	1 bread
Kellogg's® Frosted Flakes® 1/3 Less Sugar Bowl Pack Cereal		38000-21861	96/1oz	1 bread
Austin® Reduced Fat Cheese Crackers with Cheddar		79783-20544	120/1.38oz	1.5 breads
Austin® Reduced Fat Cheese & Peanut Butter Crackers		79783-17926	120/1.3oz	1.5 breads
Cheez-It® Snack Crackers Reduced Fat		24100-12226	60/1.5oz	2.25 breads
NEW! Right Bites™ Cheez-It®		24100-24874	6/6 ct	1 bread
NEW! Right Bites™ Chips Deluxe®		30100-24865	6/6 ct	.5 bread
Provides Protein				
Kellogg's® Smart Start® Cereal-in-a-Cup		38000-17047	60/2.7oz	2.7 breads
Morningstar Farms® Veggie Chik'n Nuggets		28989-97762	53 servings/3oz	1.75 APP**
Morningstar Farms® Grillers Prime®		28989-05534	32/2.5oz	2 APP**
Morningstar Farms® Spicy Black Bean Burger		28989-97765	48/3.25oz	2 APP**
Morningstar Farms® Veggie Breakfast Sausage Patties		28989-97152	104/1.44oz	1 APP**
Morningstar Farms® Veggie Sausage/Pizza Crumbles		28989-09668	2/10 lb bag	1 APP**

** Alternative Protein Product

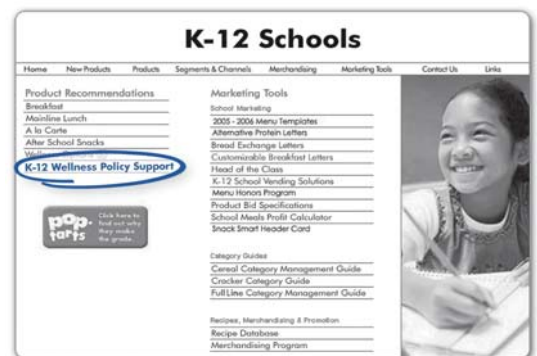
Kellogg's® Wellness Solutions

Wellness Policy Support

Kellogg has partnered with Action for Healthy Kids® to provide school districts the necessary resources in creating and implementing local wellness policies.

Go to www.kelloggsfoodawayfromhome.com to access the Action for Healthy Kids® Wellness Policy Tool and draft a policy that fits your districts. For each of the 5 areas the local wellness policy needs to address, you can search for various components you might want to include and find helpful hints regarding setting goals and standards:

1. Nutrition education
2. Physical activity
3. On-campus food nutrition (food available during school day)
4. Other school activities designed to promote student wellness
5. Success measurement and evaluation



K+ Products – New Wellness Solutions for You!

Kellogg's® Food Away From Home has created a program offering you Great Products for Smarter Solutions. K+ products **contain 40% or less calories from sugar AND 8 grams of fat or less per serving.**

Look for the K+ Seal of Approval

- Featured on sales materials and promotional products that meet the above criteria
- Designed for instant recognition to help make your purchasing decisions easier and faster
- Created to provide you with nutritional information about our products



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

