

**Kellogg's**<sup>®</sup>

**Meal or snack, in tasty  
flavors they crave.**

**pop.  
tarts**<sup>®</sup>

Hungry consumers can satisfy sweet cravings any time of day with the deliciousness and fun of Pop-Tarts<sup>®</sup>. With such a wide variety of flavors, fillings and frostings, there's sure to be something wonderful for everyone.

### **Powerful Brand Equity**

Few brands in the food arena enjoy widespread recognition like Pop-Tarts<sup>®</sup>. In fact, 90% of consumers are familiar with the Pop-Tart<sup>®</sup> brand.<sup>1</sup>

### **Anytime, Anywhere Appeal**

As eating habits get more flexible, Pop-Tarts<sup>®</sup> consumers eat Pop-Tarts<sup>®</sup> all day—evenly splitting consumption between, snacks, meal complements and meal replacement occasions.<sup>2</sup>

### **More Flavors, More Opportunity**

From Frosted Strawberry to Frosted Brown Sugar & Cinnamon, Hot Fudge Sundae and more, Pop-Tarts<sup>®</sup> has the flavor variety to delight everyone's taste buds.

Pop-Tarts® Toaster Pastries  
Chocolate Chip



Pouch



Carton



Case



Pop-Tarts® Toaster Pastries  
Frosted Blueberry



Pouch



Carton



Case



Pop-Tarts® Toaster Pastries  
Frosted Brown Sugar Cinnamon



Pouch



Carton



Case



Pop-Tarts® Toaster Pastries  
Frosted Cherry



Pouch



Carton



Case



Pop-Tarts® Toaster Pastries  
Frosted S'mores



Pouch



Carton



Case



Pop-Tarts® Toaster Pastries  
Frosted Strawberry



Pouch



Carton



Case



Pop-Tarts® Toaster Pastries  
Hot Fudge Sundae



Pouch



Carton



Case



Product Description	Case Code	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
Pop-Tarts® Frosted Chocolate Chip	38000-19721	72	3.67 oz	19.24	
Pop-Tarts® Frosted Blueberry	38000-31032	72	3.67 oz	18.80	
Pop-Tarts® Frosted Brown Sugar Cinnamon	38000-31132	72	3.52 oz	18.13	
Pop-Tarts® Frosted Cherry	38000-31832	72	3.67 oz	19.13	
Pop-Tarts® Frosted S'mores	38000-05817	72	3.67 oz	18.80	
Pop-Tarts® Frosted Strawberry	38000-31732	72	3.67 oz	18.80	
Pop-Tarts® Frosted Hot Fudge Sundae	38000-50469	72	3.38 oz	18.44	

**POP a bunch on your shelves today!**

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For more information, visit [www.KelloggsSpecialtyChannels.com](http://www.KelloggsSpecialtyChannels.com)

With on-the-go breakfasts, portable snacks and wholesome favorites,

*Kellogg's®* helps you capture the opportunities of **now.**

Now is a good time to partner with *Kellogg's®*