

# Join the Seasonal Pumpkin Craze with Pumpkin Pie Pop-Tarts®

Kellogg's®



Delight your customers with seasonal Pumpkin Pie Pop-Tarts® — available for a limited time only! Offered in a convenient counter display shipper.

## Pumpkin Pop-Tarts® Power

Limited edition flavors have become an “event” with Pop-Tarts® fans, and the Pumpkin Pie flavor is their #1 seasonal favorite at retail!¹

## Create Seasonal Buzz

Create excitement and stimulate sales with Pop-Tarts® Pumpkin Pie-flavored filling with cinnamon, nutmeg, ginger, and cloves surrounded by a golden crust, white icing, and festive fall-colored crunchlets.

## Drive Impulse Sales

Strategically place the flexible counter merchandiser near the foodservice area for increased basket ring or near the coffee machines for bundle purchases.

¹Harris Poll Nielsen, Equitrend Brand Equity Study

# Draw shoppers' attention and elevate sales with Pumpkin Pie Pop-Tarts®!



Pop-Tarts®  
Pumpkin Pie  
Counter Display

Shipper Code



0 00 38000 16902 1

Pouch



0 38000 16900 7

Case



0 00 38000 16901 4

Product Description	GTIN	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
Pop-Tarts® Pumpkin Pie Counter Display	000-38000-16901-4	72	3.53 oz	19.18	

**Don't miss this limited time opportunity. Order today!**

Receive exclusive access to trends and more by joining **Grow My Store.™**

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*®.