

Kellogg's®

AWESOME DUO OF *Deliciousness!*

NEW!



Introducing a delicious, unique Pop-Tarts® experience destined to excite our fans – and create new ones! Only NEW! Pop-Tarts Splitz® combines two irresistibly different fillings, side by side within one Pop-Tart® with sprinkled frosting on one half and drizzled icing on the other.

Innovation Spurs Growth

Creating innovative flavors not only strengthens the Pop-Tarts® brand, it also helps boost your bottom line. 79% of households that buy our new flavors also purchase a core Pop-Tarts® item.¹

All-Day Snacking Craze

Popular with teens and young adults, Pop Tarts® has grown significantly as an all-day, between meal snack. In fact, 18–24-year olds consume Pop Tarts® as a snack 50% of the time!²

Feed The Need For Fabulous

New Pop-Tarts Splitz® appeals to consumers always on the hunt for new, flavor experiences. With trendy pairings like sugar cookie & brownie batter and strawberry & cheesecake, these combos are right on target!

¹ Nielsen Homescan; L52 weeks ending 4/22/17 ² The NPD Group/SnackTrack, 2YE 12/2016

Offer all-day snackers these unique combination sensations!



Pop-Tarts Splitz®, Frosted Strawberry & Drizzled Cheesecake



Pop-Tarts Splitz®, Frosted Brownie Batter & Drizzled Sugar Cookie



Product Description	GTIN Code	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
Pop-Tarts Splitz®, Frosted Strawberry & Drizzled Cheesecake	000-38000-19258-6	72	3.53 oz	18.11	
Pop-Tarts Splitz®, Frosted Brownie Batter & Drizzled Sugar Cookie	000-38000-19255-5	72	3.53 oz	18.11	

New, Irresistible Flavor Experiences Await. Order Today!

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

For more information, visit 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*®