

Make Their Day a **Little** Sweeter with

QUARTER MORE!™



#38000-14540

Mini-Size!

Kellogg wants to help you add excitement to your kids' lunches and **profits to your bottom line!**

Here's How it Works

For just 25¢ more, kids can have a delicious Kellogg's® Rice Krispies Treat® made with **Whole Grain** with their meal! It's a proven formula that will satisfy even the pickiest eaters, and boost sales across the board!

Let's Break it Down!

Lunches Served/Day	4,000
50% Participation	2,000 Units
Est. Unit Cost	\$0.14
Est. Profit/Treat	\$0.11
Est. Profit/Day	\$220 Daily Profit



Kellogg's™