Kellogg's®

Recloseable Pouch. Favorite Brands. Happy Snackers!

Convenience is important to snackers, with nearly one in five looking for resealable packaging[1]. *Kellogg's®* sweet or salty brand favorites now in recloseable pouches offer the variety and snacking flexibility to satisfy on-the-go cravings throughout the day!

The Pouch Advantage:

Zip-close seal preserves freshness, stand-up pouch avoids spillage and holds many helpings of easy-to-eat, bite-sized sweet or salty snacks to satisfy all snacking appetites.

Best Loved Brands:

Snackers reach for brands they know and trust—such as top-sellers like *Keebler®*, a Top 10 ranking cookie brand in Total Convenience[2], and *Cheez-It®* the $1B[3] brand that represents 31% of the total Cracker Category![4]
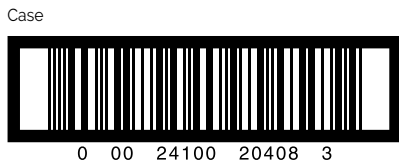
Take Sales Higher:

Larger pouch with multiple servings drives greater suggested retail prices that grow profits!

[1] Snacking Motivations and Attitudes, Mintel April 2015   [2] Snacking Motivations and Attitudes, Mintel April 2015   [3] Nielsen 7/11/15   [4] Nielsen C-Store 52 weeks Ending 8/8/15
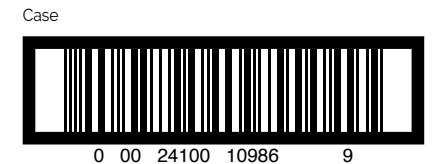
Recloseable. Shareable. Convenient.
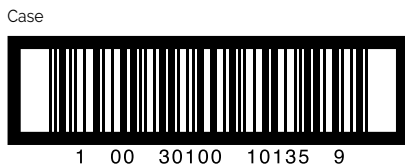
Cheez-It® Original Baked Snack Crackers

Pouch
0 24100 20411 3

Case
0 00 24100 20408 3

Cheez-It® Cheddar Jack Baked Snack Crackers

Pouch
0 24100 20421 2

Case
0 00 24100 20417 5

Cheez-It® Baked Snack Mix Classic

Pouch
0 24100 10987 6

Case
0 00 24100 10986 9

Keebler® Frosted Animals Cookies

Pouch
0 30100 10135 2

Case
1 00 30100 10135 9

Keebler® Animals Crackers

Pouch
0 30100 10133 8

Case
1 00 30100 10133 5

Famous Amos® Chocolate Chip Bite-Size Cookies

Pouch
0 76677 54673 8

Case
0 00 76677 10046 6
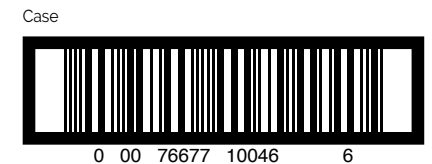
Coming Soon! Keebler® Cookie Thins in recloseable bags!

Product Description	Case Code	Case Count	Unit Size	Gross Case Wt.	Distributor Code
Cheez-It® Original Cracker	24100-20408	7/6 ct.	7.00 oz.	3.50 lbs.	
Cheez-It® Cheddar Jack Cracker	24100-20417	7/6 ct.	7.00 oz.	3.50 lbs.	
Cheez-It® Baked Snack Mix Classic	24100-10986	6/8 ct.	6.00 oz.	3.85 lbs.	
Keebler® Frosted Animals Cookies	30100-10135	6 ct.	13.00 oz.	6.07 lbs.	
Keebler® Animals Crackers	30100-10133	6 ct.	13.00 oz.	5.63 lbs.	
Famous Amos® Chocolate Chip	76677-10046	6 ct.	8.00 oz.	5.15 lbs.	

Meet the needs of snackers on the go! Stock up 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