

Count on *Kellogg's* for the tools you need to expand your breakfast program.



ENTER
for your chance to
WIN A
customized mobile
BREAKFAST
CART

Grab n' Go school breakfast programs are getting more kids eating breakfast with an average **increase in participation of 15%**. Fewer hungry kids mean that more kids are ready to learn and are more alert for the day's activities.*

HERE'S HOW IT WORKS:

1. Purchase qualifying SKUs and feature them on your menu between **March 1st - 30th, 2019**
2. Visit <https://www.reply4info.com/kelloggs/NSBW> to complete registration form and upload an image of your breakfast menu featuring an eligible Kellogg product by 4/30/19.
3. 5 grand prize winners and 20 second place winners will be awarded.

GRAND PRIZE



Mobile Cart¹ with customized graphic panel featuring your school logo.
Five School Districts will be awarded.**

SECOND PLACE



Kellogg's[®] Insulated Food Delivery Bag.
Twenty School Districts will be awarded.**

¹Mobile Cart Dimensions: 78"L x 72"H x 36"D

**Grab n' Go to the Classroom, Alliance for a Healthier Generation, Feb 28, 2017 **One prize will be awarded per district. See other side for eligible products.

KELLOGG'S[™] NSBW PHOTO PROMOTION Abbreviated Rules. No Purchase Necessary. Open only to K-12 Foodservice Operators who are legal residents of the fifty (50) United States and District of Columbia, are 18 years of age or older, and are in good standing with the Sponsor during the Promotion Period and at the time of awarding of any prize. Ends 3/31/19. Subject to complete Official Rules at <https://www.reply4info.com/kelloggs/NSBW> Void where prohibited. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016. ©, ™, © 2019 Kellogg NA Co.



Item #	Item Description	Case
Toaster Pastries		
38000-55122	Pop-Tart® Made With Whole Grain Frosted Cinnamon, Single Pack	120ct./1.76oz.
38000-55130	Pop-Tart® Made With Whole Grain Frosted Strawberry, Single Pack	120ct./1.76oz.
38000-17196	Pop-Tart® Made With Whole Grain Frosted Blueberry, Single Pack	120ct./1.76oz.
38000-12070	Pop-Tart® Made With Whole Grain Frosted Fudge, Single Pack	120ct./1.76oz.
38000-55125	Pop-Tart® Made With Whole Grain Frosted Cinnamon, Twin Pack	72ct./3.53oz.
38000-55133	Pop-Tart® Made With Whole Grain Frosted Strawberry, Twin Pack	72ct./3.53oz.
38000-17199	Pop-Tart® Made With Whole Grain Frosted Blueberry, Twin Pack	72ct./3.53oz.
38000-12073	Pop-Tart® Made With Whole Grain Frosted Fudge, Twin Pack	72ct./3.53oz.
Mini Waffles, French Toast Bites & Pancakes		
38000-92313	Eggo® Mini Waffle Bites, Cinnamon	72ct./2.64oz.
38000-92315	Eggo® Mini Waffle Bites, Maple Flavored	72ct./2.64oz.
38000-80801	Eggo® Mini French Toast Bites, Chocolate Chip	72ct./3.03oz.
38000-80693	Eggo® Mini French Toast Bites, Original	72ct./3.03oz.
38000-92560	Eggo® Mini Pancake Bites, Blueberry	72ct./3.03oz.
38000-92562	Eggo® Mini Pancake Bites, Maple Flavored	72ct./3.03oz.
38000-18574	Eggo® Mini Pancake Bites, Confetti	72ct./3.03oz.
Breakfast Bars		
38000-90819	Nutri-Grain® Soft Baked Breakfast Bar Blueberry for Schools	96ct./1.55oz.
38000-59779	Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon for Schools	96ct./1.55oz.
38000-59772	Nutri-Grain® Soft Baked Breakfast Bar Strawberry for Schools	96ct./1.55oz.
Grahams		
30100-50689	Keebler® Scooby-Doo!™ Bones Cinnamon Graham Sticks	210ct./1oz.
30100-55644	Keebler® Bug Bites® Cinnamon Grahams	210ct./1oz.
30100-40239	Keebler® Elf® Grahams Chocolate	150ct./1oz.
30100-40213	Keebler® Elf® Grahams Original/Honey	150ct./1oz.
30100-40221	Keebler® Elf® Grahams Cinnamon	150ct./1oz.
30100-80741	Keebler® Gripz® Chocolate Chip Grahams	150ct./0.95oz.
30100-45682	Keebler® Gripz® Cinnamon Grahams	150ct./0.9oz.
38000-24518	Kellogg's® Crunchmania® Cinnamon Bun	100ct./1.76oz.
38000-24520	Kellogg's® Crunchmania® French Toast	100ct./1.76oz.
Veggie - CN Labeled		
28989-97152	MorningStar Farms® Veggie Breakfast Sausage Patties CN Labeled	112ct./1.34oz.

For more information please visit www.KelloggsSpecialtyChannels.com
or contact your Kellogg Sales Representative.