

Kellogg's®

Cereal-in-a-Cup-
**Take Anywhere,
Enjoy Any Time.**



Give consumers the Kellogg's® cereals they crave and the convenience their lifestyles demand. Kellogg's® Cereal-in-a-Cup delivers satisfying, adult-sized portions in portable, no-spill packages your customers can enjoy. They just add milk and go.

Cereal Is #1¹

Cereal is not only a popular choice, it's the number one consumed food at breakfast!¹ Increase shopper loyalty and breakfast sales by making the brands they love quick and easy to enjoy.

Value-Added Brands

Improve returns with the higher price point of these larger portioned, high-value brands. And, Kellogg's® Cereal-in-a-Cup drives bundle purchases of milk, juice, fruit and coffee.

Variety of Assortments

Our optimized assortments enable you to offer varieties that cater to your customers' unique tastes without overstocking one flavor.

¹The NPD Group/National Eating Trends®, Year ending February 2016

Meet the growing need for fast, on-the-go convenience at breakfast—and throughout the day.



Kellogg's® Apple Jacks®
Cereal, 60/1.5 oz
000-38000-08635-9



Kellogg's® Cocoa Krispies®
Cereal, 60/2.3 oz
000-38000-19456-6



Kellogg's® Corn Pops®
Cereal, 60/1.5 oz
000-38000-06356-5



Kellogg's® Froot Loops®
Cereal, 60/1.5 oz
000-38000-06353-4



Kellogg's® Frosted Flakes®
Cereal, 60/2.1 oz
000-38000-06357-2



Kellogg's® Raisin Bran Crunch®
Cereal, 60/2.8 oz
000-38000-12163-0



Kellogg's® Rice Krispies®
Cereal, 60/1.3 oz
000-38000-08636-6



Kellogg's® Special K®
Cereal, 60/1.25 oz
000-38000-06355-8



Kellogg's® Krave™ Chocolate
Cereal, 60/1.87 oz
000-38000-70616-5



Kellogg's® - Favorite
Cereal Assortment Pack, 60/Assorted
000-38000-12611-6



Nutritional information available on our website.

Product Description	Case Code	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
<i>Kellogg's® Apple Jacks®</i>	000-38000-08635-9	60	1.5 oz	10.00	
<i>Kellogg's® Cocoa Krispies®</i>	000-38000-19456-6	60	2.3 oz	13.00	
<i>Kellogg's® Corn Pops®</i>	000-38000-06356-5	60	1.5 oz	10.00	
<i>Kellogg's® Froot Loops®</i>	000-38000-06353-4	60	1.5 oz	10.00	
<i>Kellogg's® Frosted Flakes®</i>	000-38000-06357-2	60	2.1 oz	12.50	
<i>Kellogg's® Raisin Bran Crunch®</i>	000-38000-12163-0	60	2.8 oz	15.50	
<i>Kellogg's® Rice Krispies®</i>	000-38000-08636-6	60	1.3 oz	9.25	
<i>Kellogg's® Special K®</i>	000-38000-06355-8	60	1.25 oz	9.06	
<i>Kellogg's® Krave™ Chocolate</i>	000-38000-70616-5	60	1.87 oz	11.63	
<i>Kellogg's® Cereal Assortment Pack - Favorite: Apple Jacks® (8), Cocoa Krispies® (6), Corn Pops® (6), Froot Loops® (8), Kellogg's® Frosted Flakes® (14), Frosted Mini-Wheats® Bite Size (6), Raisin Bran Crunch® (6), Kellogg's® Krave™ Chocolate (6)</i>	000-38000-12611-6	60	Assorted	11.98	

Grab 'n' Go with the cereal brands your customers want!

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®*