

INGREDIENTS CONSUMERS WANT,
FLAVOR THEY CAN'T RESIST.

Kellogg's[®]

NEW!



Empower busy customers to “own” their eating choices with *Special K*[®] Protein Trail Mix Inspired Meal Bars! Made with wholesome ingredients, these on-trend bars energize, nourish and satisfy as they expand the brand power of your *Special K*[®] offerings.

On-Trend Innovation

Nearly half of consumers agree that their protein bar choices should contain more nuts, legumes and fruit.¹ *Special K*[®] fills the bill with new, irresistible Cherry Nut and Pretzel Cashew Trail Mix Inspired Meal Bars.

Positively Nutritious

A clear majority of consumers believe that trail mixes are good sources of protein and energy and a healthier snack alternative.¹ These positive perceptions, plus our great-tasting bar flavors, are key purchase drivers.

The Visible Choice

Packed in a clear pouch, shoppers can see the ingredients they want and love. *Special K*[®] Protein Trail Mix Inspired Meal Bars in Cherry Nut and Pretzel Cashew not only are delicious but also contain 12 g of energizing protein.

¹ Mintel Oxygen Custom Reports Snack Nutrition and Performance Bars, May 2017

Expand your *Special K*® set with unique, crave-worthy Protein Trail Mix Inspired Meal Bars!



Special K® Protein Trail Mix Inspired Meal Bar Cherry Nut



Special K® Protein Trail Mix Inspired Meal Bar Pretzel Cashew

Product Description	Case Code	Case Count	Unit Size	Gross Case Wt. (lbs)	Distributor Code
Special K® Protein Trail Mix Inspired Meal Bar Cherry Nut	38000-18612	6	1.79 oz	4.77	
Special K® Protein Trail Mix Inspired Meal Bar Pretzel Cashew	38000-18615	6	1.79 oz	4.77	

Offer the positive nutrition and variety bar lovers want today!

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

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*®.