

# Breakfast **Valedictorians.**



Introducing **Crunchmania™** Blueberry Muffin and Strawberry Waffle Graham Snacks. Loved by kids; approved by schools. Breakfast doesn't get any smarter.



cereals

**snacks**

cookies

crackers

cones

veggie foods

# Kellogg's® New Graham Snacks provide a smart and delicious start to the day.

## The smartest snacks at school

- Cinnamania™ and Crunchmania™ Graham Snacks comply with many schools' **strict nutrition requirements:**
  - No more than 35% of calories from fat.
  - No more than 10% of calories from saturated fat.
  - No more than 35% sugar by weight.
  - Plus, **a good source of calcium and 4 vitamins.**
- Each flavor equals **two bread/grain servings.**
  - Just add a fruit and a milk for reimbursible breakfast!
- Pre-portioned packaging means low labor costs and minimal cleanup.
- Cinnamania™ and Crunchmania™ Graham Snacks contain **0 grams of trans fat.**



**2 bread servings!**

## Four popular flavors bring students back for more

- Crunchy bite-size snacks that taste just like real waffles, muffins, cinnamon buns and french toast.
- Increase breakfast participation with familiar flavors and fun shapes that kids love.
- Over half of kids ages 8-12 love french toast and cinnamon flavors.<sup>1</sup>
- 67% of kids say they love strawberry flavor.<sup>2</sup>
- Blueberry is the #1 selling muffin flavor.<sup>3</sup>

**89%**  
of children rate  
Kellogg's® Graham  
Snacks taste as  
good or  
really good!

## Another successful breakfast innovation from Kellogg

- Kellogg is focused on providing nutritious, great-tasting products for kids.
- Cinnamania™ and Crunchmania™ Graham Snacks are made with **whole grain wheat** to help meet USDA dietary guidelines.
- Cinnamania™ and Crunchmania™ Graham Snacks are brought to you by Kellogg – the brand leader in breakfast foods.<sup>4</sup>

<sup>1</sup> KidSay Taste Test, 1/12/05 <sup>2</sup> KidSay CLT Results, April 5, 2005 <sup>3</sup> IRI, FDMxW, 52 weeks ending 10/2/05 <sup>4</sup> IRI, FDMxW, 52 weeks ending 11/2/03

UPC CODE	DESCRIPTION	CASE PACK	BREAD SERVINGS	NET CASE WEIGHT (lb.)	GROSS CASE WEIGHT (lb.)	CASE DIMENSIONS (in.)	CASE CUBE	DISTRIBUTOR CODE
<b>Kellogg's® Cinnamania™ and Crunchmania™ Graham Snacks</b>								
38000-24518	Cinnamania™ Cinnamon Bun Snacks	1.76 oz./100 ct.	2	11 lbs.	13.9 lbs.	17.9" x 15.9" x 8.8"	1.45	
38000-24520	Cinnamania™ French Toast Snacks	1.76 oz./100 ct.	2	11 lbs.	13.9 lbs.	17.9" x 15.9" x 8.8"	1.45	
38000-28667	Crunchmania™ Strawberry Waffle Snacks	1.76 oz./100 ct.	2	11 lbs.	13.9 lbs.	17.9" x 15.9" x 8.8"	1.45	
38000-28669	Crunchmania™ Blueberry Muffin Snacks	1.76oz./100 ct.	2	11 lbs.	13.9 lbs.	17.9" x 15.9" x 8.8"	1.45	

For more information, contact your Kellogg's® Food Away From Home representative at 1-877-511-5777 or visit [www.kelloggsfoodawayfromhome.com](http://www.kelloggsfoodawayfromhome.com)  
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