

# Capture Student Participation with **New Bug Bites®!**



Increase participation and profits with  
NEW Keebler® Bug Bites®  
Cinnamon Graham Crackers.



cereals

snacks

cookies

**crackers**

cones

veggie foods

# The Fun New Graham that Attracts Students and Brings Them Back for More.

## The Anatomy of Bug Bites®:

- Great-tasting, bite-size, crunchy cinnamon graham crackers
- Features different, fun bug shapes as an alternative to traditional graham products
- Available in Keebler® branded, pre-portioned packaging

**89%**  
of children rate  
**Keebler® Graham Snacks'** taste  
as good or  
really good<sup>1</sup>



## Nutritional Profile:

- Each single-serve package equals 1.25 bread servings
- Qualifies as a good source of calcium
- Contains 0 grams of trans fat
- Made with whole grains

## Capture Increased Participation:

- Strong Keebler® branding your students know and love
- Unique bug shapes make Keebler® Bug Bites® a fun food to enjoy
- Eye-catching packaging with bright colors will capture student attention and generate excitement

## Operator Solutions:

- 1.25 bread servings provides easy meal planning for reimbursable menus
- This prepackaged item is convenient – reduced labor costs and no special handling
- Drives participation and profits

**Meets  
35-10-35**

UPC CODE	DESCRIPTION	CASE PACK	BREAD SERVING	NET CASE WEIGHT (lb.)	GROSS CASE WEIGHT (lb.)	CASE DIMENSIONS (in.)	CASE CUBE	DISTRIBUTOR CODE
30100-34103	Keebler® Bug Bites® Cinnamon Graham Crackers	175 ct./ 1.0 oz	1.25	10.9 lbs.	13.75 lbs.	19.5" x 14.3" x 12.6"	2.05	

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