



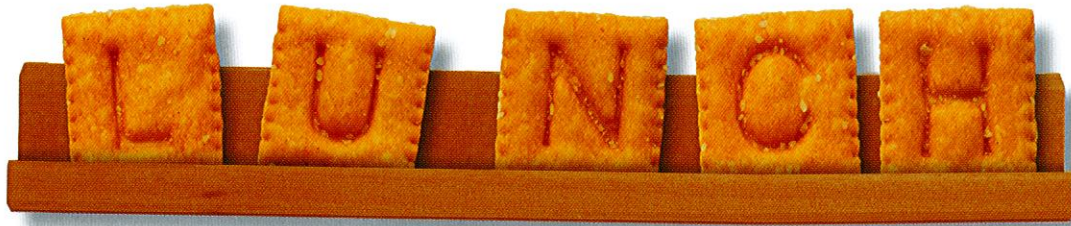
Lunch has always been their favorite subject. Now it's even better.

Win over more students with America's best-selling cheese crackers.



Bringing our focus to your business

Serve new *Cheez-It® Scrabble Junior™* crackers and win over more students!



Kids can't resist *Cheez-It® Scrabble Junior™* crackers on the tray

Specially formulated for the taste preferences of younger palettes and K-12 nutrition requirements, these delightful crackers add excitement and variety to the lunchroom.

- Bring fun to the lunch table with the #1 selling cheese cracker brand.¹
- Offer students something new to drive lunchtime participation.
- Provide the nutrition parents want and the savory snack kids love.

The snack that wins in the nutrition game

Who says good nutrition has to be boring? Get creative and share the fun with the crunchy, satisfying taste of *Cheez-It® Scrabble Junior™* crackers. There's no better way to draw attention to or build sales of school lunch.

Putting *Cheez-It® Scrabble Junior™* crackers on the menu is a wise play for any lunchroom!

- Pre-portioned for simplified service
- Each package counts as one bread serving
- Meets 35-10-35
- 230 mg. sodium/serving



An unexpected way to add crunch to lunchtime favorites

Mad Dog

- Hot Dog and Bun
- *Cheez-It® Scrabble Junior™* crackers
- Tater Tots
- Fruit Cup
- 8 oz. Milk



Say Chili Cheese

- Turkey Chili
- *Cheez-It® Scrabble Junior™* crackers
- Bread
- Sliced Apples
- 8 oz. Milk



Kickin' Chicken

- Chicken Nuggets
- *Cheez-It® Scrabble Junior™* crackers
- Broccoli
- Apple Sauce
- 8 oz. Milk



Try these delicious menu suggestions and bring the fun back to lunch!

UPC Case Code	Product Description	Case Pack	Gross Case Weight (lb.)	Distributor Code
24100-45911	Sunshine® <i>Cheez-It®</i> - <i>Scrabble Junior™</i>	.75 oz./175 ct.	9.1	

For more information, contact your *Kellogg's®* Food Away From Home Sales Representative or call **877-511-5777** or visit www.kelloggsfoodawayfromhome.com
P.O. Box 1007 • Brownsdale, MN 55918-1007



¹ IRI, FDMxW, Calendar Year 2007