

# One HUGE Brand! Two NEW Flavors!



Kellogg's®

pop-tarts®

With Apple Strudel and Hot Fudge Sundae joining the line-up of Pop-Tarts® flavors, sales will be BOOMING!



Bringing our focus to your business

[www.kelloggfoodawayfromhome.com](http://www.kelloggfoodawayfromhome.com)

cereals

**snacks**

cookies

crackers

cones

veggie foods

# Kellogg's® Pop-Tarts® Add a Blast of Flavor and Sales!

## A Powerful Brand Delivers Powerful Sales

- Pop-Tarts® are the #1 toaster pastry in America<sup>1</sup> and have a 90% market share in foodservice,<sup>2</sup> making them the perfect choice for you.
- Pop-Tarts® are beyond hot – 50% are enjoyed without heating<sup>3</sup> so you do not need a toaster to find profit success.
- Consumers of all ages love Pop-Tarts® – 46% are consumed by adults over the age of 18.<sup>4</sup>
- Pop-Tarts® offer a wide assortment of flavors and packaging types to meet the demands and preferences of your consumers.

Pop-Tarts® deliver 7 important vitamins and minerals.



## NEW! Apple Flavor + Cinnamon + Crumbly Topping = Super Yummy

- New Pop-Tarts® Apple Strudel combines a delicious apple cinnamon-flavored filling with a soft crumbly topping, drizzled with icing for a delicious Apple Strudel taste your customers know and love.
- In tests, this new flavor rated high across all ages – in fact, 78% of adults and 86% of those under 18 said they would try it.<sup>5</sup>

Two proven retail flavors — for morning and all-day snacks!

## NEW! Two Favorite Treats Collide In Pop-Tarts® Hot Fudge Sundae

- This is a delicious combination of smooth, creamy filling inside a chocolatey crust, topped with fudgy icing and "sundae" sprinkles.
- It's a perfect way for consumers to enjoy the taste of a hot fudge sundae anytime, anywhere!
- Chocolate is still America's favorite flavor<sup>6</sup> and is the fastest growing flavor segment in the Toaster Pastry category.<sup>7</sup>

1. IRI, FDMxW, 52 weeks ending 3/19/06 2. Product Evaluation Tracking Study, first half 2005 3. 2005 NPD Panel Data 4. NPD SnackTrack, Calendar Year 2004 5. IPSOS-Insight, June 16-21, 2005 6. www.chocolateusa.org 2006 7. IRI, FDMxW, 52 weeks ending 2/19/06

UPC CASE CODE	DESCRIPTION	CASE PACK	GROSS CASE WEIGHT (lb.)	DISTRIBUTOR CODE
<b>Kellogg's® Pop-Tarts® – Single-Serve 2-ct. Microwavable Display Pouch in 12/6 ct. Display Cartons, 144 Total Pastries</b>				
38000-04888	Assortment Pack			
38000-05817	Frosted S'mores	3.6 oz./72 ct.	19.50	
38000-19721	Chocolate Chip	3.6 oz./72 ct.	19.50	
38000-23288	Strawberry	3.6 oz./72 ct.	19.50	
38000-29933	Apple Strudel <b>NEW!</b>	3.6 oz./72 ct.	19.50	
38000-30569	Hot Fudge Sundae <b>NEW!</b>	3.5 oz./72 ct.	19.50	
38000-31032	Frosted Blueberry	3.7 oz./72 ct.	19.50	
38000-31132	Frosted Brown Sugar Cinnamon	3.6 oz./72 ct.	19.50	
38000-31332	Frosted Chocolate Fudge	3.5 oz./72 ct.	18.80	
38000-31732	Frosted Strawberry	3.6 oz./72 ct.	19.50	
38000-31832	Frosted Cherry	3.6 oz./72 ct.	19.50	
<b>Kellogg's® Pop-Tarts® – Single-Serve 1-ct. Non-Display Pouch, 80 Total Pastries</b>				
38000-00498	Frosted Strawberry			
38000-00499	Frosted Blueberry	1.8 oz./80 ct.	9.80	
38000-00500	Strawberry	1.8 oz./80 ct.	9.80	
38000-08584	Frosted Brown Sugar Cinnamon	1.8 oz./80 ct.	9.80	
		1.7 oz./80 ct.	9.45	

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

P.O. Box 1007 • Brownsdale, MN 55918-1007

