

# The Big Cheese in Cheese Crackers.



Stock your racks with Cheez-It® Crackers – #1 with consumers and the #1 business builder for you.



cereals

**snacks**

cookies

crackers

cones

veggie foods

# Bold cheese flavor and profits from the **Big Name in Cheese Crackers**

## A bold cheese taste. A big opportunity.

- Consumers have spoken: Cheez-It® Crackers are the number one Cheese Cracker brand.<sup>1</sup>
- Cheez-It® Crackers are baked and offer your customers the value of being made with real cheese.
- Available in bold, delicious flavors including: Original, White Cheddar, Reduced Fat and Hot & Spicy TABASCO®.

## We didn't reduce the taste, just the fat.

- Reduced Fat Cheez-It® Crackers deliver all the flavor of Original Cheez-It® Crackers, with 40% less fat.
- 1.5 oz. is a perfect fit for K-12 trayline and al a carte, and Reduced Fat flavor meets strict school nutrition guidelines.



The 2 oz. and 3 oz. bags offer more, including more value and more profits!

Cheez-It® Crackers should be a part of your chip offering because they outsell the competition in retail: Fritos® Corn Snacks by 4 to 1 and Pringles® Potato Chips by 3 to 1<sup>2</sup>.

## Several sizes to meet any savory snack need.

- **New 3 oz. bags** offer consumers multiple servings per bag, enough value to garner a retail price of \$1 or more!
- 2 oz. bags are a step up in value compared to the 1.5 oz. bag. With justification for a slightly higher price, operators can raise their profit 30% or more per unit sold.\*
- 1.5 oz. bags bring premium brand equity and single-serve convenience to your snack racks.
- Bulk varieties are perfect for catering and social venues.



\*Assumes the sell price is raised from \$0.65 for the 1.5 oz. bag to \$0.85 for the 2 oz. bag.

UPC CASE CODE	PRODUCT DESCRIPTION	CASE PACK	NET CASE WEIGHT (LB)	GROSS CASE WEIGHT (LB)	CASE DIMENSIONS	CASE CUBE	DISTRIBUTOR CODE
24100-12234	Cheez-It® Original	6 / 8 / 1.5 oz.	4.50 lbs.	5.8 lbs.	15.82" x 10.69" x 7.38"	0.72	
24100-12261	Cheez-It® Original	60 / 1.5 oz.	5.63 lbs.	6.6 lbs.	17.56" x 10.06" x 9.5"	0.97	
24100-12226	Cheez-It® Reduced Fat	60 / 1.5 oz.	5.63 lbs.	6.6 lbs.	17.56" x 10.06" x 10.63"	1.09	
24100-12660	Cheez-It® White Cheddar	60 / 1.5 oz.	5.63 lbs.	6.6 lbs.	17.56" x 10.06" x 9.5"	0.97	
24100-12796	Cheez-It® Hot & Spicy TABASCO®	60 / 1.5 oz.	5.63 lbs.	6.6 lbs.	17.56" x 10.06" x 9.5"	0.97	
24100-12322	Cheez-It® Original	60 / 2 oz.	7.5 lbs.	8.0 lbs.	17.56" x 10.31" x 12"	1.26	
24100-13434	Cheez-It® White Cheddar	60 / 2 oz.	7.5 lbs.	8.0 lbs.	17.56" x 10.31" x 12"	1.26	
24100-21912	<b>NEW SIZE!</b> Cheez-It® Original	60 / 3 oz.	11.25 lbs.	12.5 lbs.	19.25" x 14" x 7.875"	1.228	
24100-12270	Cheez-It® Original	12 / 16 oz.	12.0 lbs.	14.5 lbs.	17.38" x 12.88" x 9.56"	1.24	
24100-12243	Cheez-It® Original	12 / 10 oz.	7.5 lbs.	9.5 lbs.	13.25" x 12.25" x 8.75"	0.82	
24100-12264	Cheez-It® Party Mix	4 / 3 lb. Bags	12.0 lbs.	13.8 lbs.	18.31" x 7.81" x 15.12"	1.25	
24100-12212	Cheez-It® Original	5 lbs. Bulk	5.0 lbs.	5.7 lbs.	11.81" x 8.31" x 8.5"	0.48	

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

