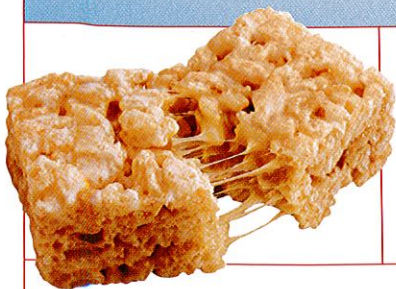


# The Original Snack That Takes Sales to a New Height.



Bring sweet results  
to your bottom line.



Bringing our focus to your business!  
[www.kelloggsfoodawayfromhome.com](http://www.kelloggsfoodawayfromhome.com)

cereals

**snacks**

cookies

crackers

cones

veggie foods

# Light. Sweet. A Sure Profit Maker.



The power of #1 means profits for you.

- 35% of all prepackaged snack food sales are generated by sweet snacks. Capitalize on this and the trend of simple snacking.
- Rice Krispies Treats® offer three flavor options and sizes, including the original 1.3 oz., .78 oz., SuperSheet and .39 oz. minis.
  - 1.3 oz., single-serve varieties come in attractive self-merchandising displays.
- Fun-loving characters Snap®, Crackle® and Pop® are widely recognizable and help drive repeat purchases.
- An ideal snack for the kid in everyone – adults consume over half of America's favorite marshmallow square.<sup>2</sup>
- The original meets the following common K-12 nutrition standards:
  - No more than 35% calories from fat.
  - No more than 10% calories from saturated fat.
  - No more than 35% sugar by weight.

**90%**  
of all treat  
bars are  
**Rice Krispies  
Treats®!**<sup>1</sup>

**Rice Krispies Treats® Minis:**  
Little snacks with huge profit potential.

- America's trusted marshmallow treat extends across different ages with a miniature size that's the perfect sweet pick-me-up.
- Bring tremendous value to kids' meal programs in commercial operations.
- Boost excitement on low participation days with a product perfect as part of a mainline lunch in K-12 schools.

**Mini  
Size!**



## Product Information

Case Code	Product Description	Case Pack	Distributor Code
38000-26502	The Original	96/.78 oz.	
38000-26322	The Original	192/.78 oz.	
38000-26547	The Original	80/1.3 oz.	
38000-00736	The Original Mini Squares	500/.39 oz.	
38000-26532	The Original SuperSheet	5/32 oz.	
38000-04831	Caramel Chocolatey Chunk	80/1.48 oz.	
38000-26802	Double Chocolatey Chunk	96/.78 oz.	
38000-26847	Double Chocolatey Chunk	80/1.3 oz.	
38000-04887	Assortment Pack	80/1.3 oz.	

For more information, contact your Kellogg's® Food Away From Home representative at **877-511-5777** or visit **www.kelloggsfoodawayfromhome.com**  
PO Box 1007 • Brownsdale, MN 55918-1007

