

Variety and value.



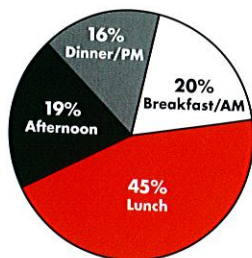
The perfect balance.



cereals **snacks** cookies crackers cones veggie foods

Austin® snacks — the perfect balance of variety and value.

People are **snacking** all day long.



Snacks are consumed all day long, with the bulk of snacking occurring during non-lunch hours.

Source: Technomic, 2002

The all-day craving.

- Your customers are snacking all day long — 55% of their snacking occasions occur outside of lunch.¹
- Your customers crave variety. *Austin*® products provide a cost-effective way to offer your patrons variety and increase snack sales.

The all-day snack solution.

- Austin snacks offer a wide variety of patron-pleasing flavors and formats.
- Filled cookies, animal crackers, cheese crackers, cracker sandwiches — something for everyone's craving at any time of day.
- Cost-effective *Austin*® branded snacks provide great value for you and your patrons as a lunchtime accompaniment,

between-meal snack, grab 'n go snack between classes or meetings, mid-morning or afternoon pick-me-up.

- A great addition to any foodservice location.

Balancing flavor and nutrition.

- Introducing Reduced Fat Cheese & Peanut Butter Cracker Sandwiches.
- Cheese & Peanut Butter Cracker Sandwiches are the #1 selling *Austin*® product — already a favorite, now even better for your patrons.
- With 25% less fat than the original, its 7 grams per serving comply with the strict nutritional guidelines for many schools.



For more information on great-tasting variety at a value, ask your Kellogg's® sales representative about *Austin*® snacks.

UPC Code	Description	Case Pack	Net Case Weight (lb.)	Gross Case Weight (lb.)	Case Dimensions (in.)	Case Cube	Distributor Code
Austin® Cookies							
79783-40635	Lemon Oh's®	120/6 ct./1.8 oz.	13.50	14.6	20.38 x 10.5 x 5.88	0.73	
79783-40640	Chocolate Cremes	120/6 ct./1.8 oz.	13.50	14.6	20.38 x 10.5 x 5.88	0.73	
79783-40650	Vanilla Cremes	120/6 ct./1.8 oz.	13.50	14.6	20.38 x 10.5 x 5.88	0.73	
79783-40736	Lemon Oh's®	120/4 ct./1.2 oz.	9.00	9.5	23.38 x 9 x 4.13	0.50	
79783-40737	Chocolate Cremes	120/4 ct./1.2 oz.	9.00	9.5	23.38 x 9 x 4.13	0.50	
79783-40738	Vanilla Cremes	120/4 ct./1.2 oz.	9.00	9.5	23.38 x 9 x 4.13	0.50	
Austin® Crackers							
79783-40790	SeAnimals®	100/1 oz.	6.25	7.6	18.75 x 12.5 x 7.5	1.15	
79783-40975	Zoo® Animal Crackers	60/2.125 oz.	7.97	9.6	19.06 x 12.81 x 7.88	1.11	
79783-40980	Dolphins & Friends®	60/2 oz.	7.50	9.4	19.0 x 13.0 x 6.75	1.26	
79783-41358	Dolphins & Friends®	6/38 oz.	14.25	17.2	17.81 x 12.06 x 11.75	1.46	
79783-48785	Dolphins & Friends®	100/0.9 oz.	5.63	6.0	19.25 x 12.75 x 6.75	1.15	
79783-48786	Zoo® Animal Crackers	100/1 oz.	6.25	7.6	19.0 x 12.75 x 7.5	1.15	
Austin® Cracker Sandwiches							
NEW 79783-17926	Reduced Fat Cheese & Peanut Butter	120/6 ct./1.3 oz.	9.75	11.0	17.31 x 10.81 x 5.63	0.61	
79783-40612	Cheese & Peanut Butter	120/6 ct./1.38 oz.	10.35	11.6	17.38 x 10.88 x 5.63	0.62	
79783-40615	Cheese on Cheese	120/6 ct./1.38 oz.	10.35	11.6	17.38 x 10.88 x 5.63	0.62	
79783-40619	Wheat & Cheddar	120/6 ct./1.38 oz.	10.35	11.6	17.38 x 10.88 x 5.63	0.62	
79783-40620	Toasty Peanut Butter	120/6 ct./1.38 oz.	10.35	11.6	17.38 x 10.88 x 5.63	0.62	
79783-40725	Cheese & Peanut Butter	120/4 ct./1 oz.	6.98	8.0	17.38 x 10.88 x 4.14	0.45	
79783-40726	Toasty Peanut Butter	120/4 ct./1 oz.	6.98	8.0	17.38 x 10.88 x 4.14	0.45	
79783-40727	Cheese on Cheese	120/4 ct./1 oz.	6.98	8.0	17.38 x 10.88 x 4.14	0.45	

¹Prepackaged Snack Foods Category Assessment, Technomic, 2002

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