



# Scooby-Doo!™ Chocolate Graham Cracker Snacks

# 30100-12956

1 oz. / 210 ct.

Product & Case Images



Product Features

Inspired by Scooby-Doo's favorite Scooby Snacks, Kellogg's® Scooby-Doo!™ Chocolate Graham Cracker Snacks are delightfully crispy, chocolatey graham crackers in fun dog-bone shapes. These whole grain-rich graham crackers (8g whole grain per serving) contain no HFCS and are perfectly packaged for snacks at school. Satisfy sweet treat cravings with the simple goodness of Kellogg's® Scooby-Doo!™ Chocolate Graham Cracker Snacks.

Case Specifications

**GTIN #** 000-30100-12956-1

**Case Ct.** 1 oz. / 210 ct.

**Case Dimensions** 20"L x 16"W x 11.625"H

**Case Cube** 2.153 CF

**Case Gross Wt.** 15.925 LB.

**Case Net Wt.** 13.125 LB.

**Cases/Pallet** 24

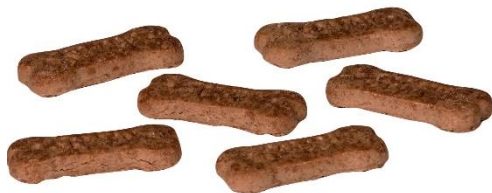
**Pallet Configuration** 6x4 (51.667CF)

**Shelf Life** 305 Days

Preparation Instructions

Kellogg's® Scooby-Doo!™ Chocolate Graham Cracker Snacks are ready to eat out of the bag.

Food Image



**1**

Oz. Grain Equivalency



Buy American Compliant



CACFP Eligible

**SS**

Smart Snacks Eligible



No HFCS



No Synthetic Colors

**OK-D**

Kosher Status

## Nutrition Facts

1 serving per container  
**Serving size 1 Pouch (28g)**

Amount per serving  
**Calories 120**

% Daily Value\*

<b>Total Fat</b> 4g	<b>5%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 95mg	<b>4%</b>
<b>Total Carbohydrate</b> 21g	<b>8%</b>
Dietary Fiber 2g	<b>6%</b>
Total Sugars 8g	
Includes 8g Added Sugars	<b>16%</b>
<b>Protein</b> 2g	

Vitamin D 0mcg 0% • Calcium 0mg 0%  
Iron 1.1mg 6% • Potassium 70mg 0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Ingredients

**Ingredients:** Whole wheat flour, enriched flour (wheat flour, niacin, reduced iron, vitamin B<sub>1</sub> [thiamin mononitrate], vitamin B<sub>2</sub> [riboflavin], folic acid), sugar, vegetable oil (soybean, palm, high oleic soybean and/or canola), cocoa processed with alkali. Contains 2% or less of invert sugar, salt, baking soda, maltodextrin, soy lecithin, natural and artificial flavor, BHT for freshness.  
**CONTAINS WHEAT AND SOY INGREDIENTS.**



Buy A Broker MS RDN

Barry A. Brothers, MS RDN  
Senior Wellbeing & Regulatory Lead  
Kellanova Away From Home

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WB SHIELD: © & TM WBEL (s22)

NLI # 19010

Product Name	Scooby Doo Chocolate Graham Cracker Snacks
Flavor Descriptor	
NLI Description	Production
Brand	KELLOGG'S



Date Created	02-17-25
NLI #	19010
Kosher Status	OK-D
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	1
USDA Ounce Equivalents of Meat/Meat Alternate	
Whole Grains (g/serving)	8
USDA Bioengineered (BE) Status	Contains a bioengineered food ingredient

Serving Size	1 Pouch	
Serving Size g	28	
Serving Size oz		
Amount Per Serving		
Calories	120	
		% Daily Value*
		% Daily Value*
Total Fat	4 g	5 %
Saturated Fat	1 g	5 %
Trans Fat	0 g	
Polyunsaturated Fat	g	
Monounsaturated Fat	g	
Cholesterol	0 mg	0 %
Sodium	95 mg	4 %
Total Carbohydrate	21 g	8 %
Dietary Fiber	2 g	6 %
Soluble Fiber	g	
Insoluble Fiber	g	
Total Sugars	8 g	
Includes 8g Added Sugars	8 g	16 %
Sugar Alcohol	g	
Protein	2 g	
Vitamin D	0 mcg	0 %
Calcium	0 mg	0 %
Iron	1.1 mg	6 %
Potassium	70 mg	0 %
Vitamin A	mcg	%
Vitamin C	mg	%
Vitamin E	mg	%
Vitamin K	mcg	%
Thiamin	mg	%
Riboflavin	mg	%
Niacin	mg	%
Vitamin B6	mg	%
Folate	mcg DFE	%
Folic Acid	mcg	%
Vitamin B12	mcg	%
Biotin	mcg	%
Pantothenic Acid	mg	%
Phosphorus	mg	%
Iodine	mcg	%
Magnesium	mg	%
Zinc	mg	%
Selenium	mcg	%
Copper	mg	%
Manganese	mg	%
Chromium	mcg	%
Molybdenum	mcg	%
Chloride	mg	%
Choline	mg	%
Fluoride	mg	%

**INGREDIENT INFORMATION:**

**Ingredients:** Whole wheat flour, enriched flour (wheat flour, niacin, reduced iron, vitamin B1 [thiamin mononitrate], vitamin B2 [riboflavin], folic acid), **sugar, vegetable oil** (soybean, palm, high oleic soybean and/or canola), **cocoa processed with alkali**.

**Contains 2% or less of** invert sugar, salt, baking soda, maltodextrin, soy lecithin, natural and artificial flavor, BHT for freshness.

**ALLERGEN INFORMATION:**

**CONTAINS WHEAT AND SOY INGREDIENTS.**

Nutrient Contents Per 100g			
Calories	426	Vitamin E	0 mg
Total Fat	13.7 g	Vitamin K	NA mcg
Saturated Fat	3.5 g	Thiamin	0.28 mg
Trans Fat	0.2 g	Riboflavin	0.18 mg
Polyunsaturated Fat	6 g	Niacin (NE)	4.1 mg
Monounsaturated Fat	3.1 g	Vitamin B6	0.01 mg
Cholesterol	0 mg	Folate (DFE)	81 mcg
Sodium	344 mg	Folic Acid	43 mcg
Total Carbohydrate	74.8 g	Vitamin B12	0 mcg
Dietary Fiber	5.9 g	Biotin	NA mcg
Soluble Fiber	1 g	Pantothenic Acid	NA mg
Insoluble Fiber	4.9 g	Phosphorus	58 mg
Total Sugars	28.8 g	Iodine	NA mcg
Added Sugars	28.4 g	Magnesium	23 mg
Sugar Alcohols	0 g	Zinc	0.4 mg
Protein	6.2 g	Selenium	NA mcg
Vitamin D	0 mcg	Copper	NA mg
Calcium	19.9 mg	Manganese	NA mg
Iron	4.1 mg	Chromium	NA mcg
Potassium	267 mg	Molybdenum	NA mcg
Vitamin A (RAE)	0 mcg	Chloride	NA mg
Vitamin C	0 mg	Choline	NA mg
		Fluoride	NA mg
		Moisture	3 %
		Ash	2.3 %
		Whole Grain	30.64 %

NA = Database values for the nutrient do not exist or are incomplete.

GTIN/UPC Code	Type of Package	Net Weight	Servings Per Container
000 30100 12957 8	Pouch	1 OZ (28g)	1
000 30100 12956 1	Case	210 - 1 OZ (28g)	210
000 30100 12815 1	Pouch	1 OZ (28g)	1
000 30100 12853 3	Case	175 - 1 OZ (28g) pouches	175
000 30100 12837 3	Case	1 - 36 OZ Packages	
000 30100 12836 6	Carton	36 OZ (2 LB 4 OZ) (1 kg)	
		18 - 1 OZ (28g)	18
		18 - 1 OZ (28g)	18
000 30100 12868 7	Case	4 - 30 OZ (1 LB 14 OZ) (840g)	30
000 30100 12867 0	Carton	30 OZ (1 LB 14 OZ) (840g)	
		15 - 1 OZ (28g)	15
		15 - 1 OZ (28g)	15
000 30100 12861 8	Case	4 - 30 OZ (1 LB 14 OZ) (840g)	30
000 30100 12862 5	Carton	30 OZ (1 LB 14 OZ) (840g)	
		15 - 1 OZ (28g)	15
		15 - 1 OZ (28g)	15
000 30100 12882 3	Pouch	1 OZ (28g)	1
000 30100 12881 6	Case	175 - 1 OZ (28g) pouches	175

Product information can change at any time. Always refer to product package for current nutrition and ingredient information.

*Barry A Brothers MS RDN*

Barry Brothers, MS RDN  
Senior Wellbeing & Regulatory Lead  
Kellanova

\*\*\*Information presented in this document applies to products intended for US consumers only.\*\*\*

\*Note: This document is for technical use only. Please refer to packaging or sales materials for correct trademark usage.\*



## Product Formulation Statement for Documenting Grains in Child Nutrition Programs

(Crediting Standards Based on Grams of Creditable Grains (ounce equivalent))

Program operators should include a copy of the label from the purchased product package in addition to the following information on letterhead signed by an official company representative. Program operators have the option to choose the crediting method that fits their specific menu planning needs.

Product Name: Kellogg'S Scooby Doo Chocolate Graham Cracker Snacks Code No.: 30100 12956

Manufacturer: Kellanova Serving Size: 1 Pouch (28 g)  
(raw dough weight may be used to calculate creditable grains)

I. Does the product meet the whole grain-rich criteria? Yes X No         

II. Does the product contain non-creditable grains? Yes          No X How many grams?         

(Products with more than 0.24 ounce equivalent (oz eq) or 3.99 grams (g) for Groups A-G or 6.99g for Groups H and I of non-creditable grains do not credit toward the grains requirement for school meals.)

III. Use Exhibit A: Grain Requirements for Child Nutrition Programs in the Food Buying Guide for Child Nutrition Programs (FBG) to determine if the product fits into Groups A-G (baked goods), Group H (cereal grains) or Group I (RTE breakfast cereals). (Different methodologies are applied to calculate the grains contribution based on creditable grains. Groups A-G use the standard of 16g creditable grains per oz eq; Groups H and I use the standard of 28g creditable grains per oz eq or volume.)

Indicate to which Exhibit A Group (A-I) the Product Belongs: B

DESCRIPTION OF CREDITABLE GRAIN INGREDIENT*	GRAMS OF CREDITABLE GRAIN INGREDIENT PER PORTION <sup>1</sup>	GRAM STANDARD OF CREDITABLE GRAINS PER OZ EQ (16g or 28g) <sup>2</sup>	CREDITABLE AMOUNT
	A	B	A/B
Whole Wheat Flour, Enriched Wheat Flour	16	16	1
<b>Total Creditable Amount<sup>3</sup></b>			<b>1</b>

\* Creditable grains vary by Program. See the FBG for specific Program requirements.  
<sup>1</sup> (Serving size) X (% of creditable grains in formula); serving sizes other than grams must be converted to grams.  
<sup>2</sup> Standard grams of creditable grains from the corresponding Group in Exhibit A.  
<sup>3</sup> Total Creditable Amount must be rounded **down** to the nearest quarter (0.25) oz eq. Do **not** round up.

Total weight (per portion) of product as purchased 28 g

Total contribution of product (per portion) 1 oz eq

I certify that the above information is true and correct and that a 28 g portion of this product (ready for serving) provides 1 oz eq grains. I further certify that non-creditable grains are not above 0.24 oz eq per portion. Products with more than 0.24 oz eq or 3.99g for Groups A-G or 6.99g for Groups H and I of non-creditable grains do not credit toward the grains requirement for school meals.

Barry A Brooks MS RDN  
Signature

Senior Wellbeing & Regulatory Lead  
Title

Barry Brothers, MS RDN  
Printed Name

2-17-2025  
Date

1-877-511-5777  
Phone Number

## Smart Snacks Product Calculator Results

Brand:  
**Kellogg's**

Product Name:  
**Scooby Doo Chocolate Graham  
Cracker Snacks**

Serving Size:  
**1 Pouch (28g)**

First Ingredient:  
**Whole wheat flour**

Your whole grain product meets all  
nutrient standards for entrees or snack  
foods.

 **Your product is compliant!**

## Nutrition Facts

Serving Size 28.00 g 

Servings Per Container 

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Amount Per Serving

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**Calories 120**

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**Total Fat (g) 4**

Saturated Fat (g) 1

Trans Fat (g) 0

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**Sodium (mg) 95**

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**Carbohydrates**

Total Sugars (g) 8

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Vitamin D (%) NA

Potassium (%) NA

Calcium (%) NA

Dietary Fiber (%) NA

*The person or group responsible for the point of sale to students on campus should verify a product's compliance and print their own Calculator results for documentation intended for compliance purposes. Results from this calculator have been determined by the USDA to be accurate in assessing product compliance with the Federal requirements for Smart Snacks in Schools provided the information is not misrepresented when entered into the Calculator.*