

Kellogg's® ChatSnax Vanilla Grahams

30100-12695

1oz. / 210 ct.

Product & Case Images



Product Features

Deliver fun & drive a la carte excitement with these delicious fun-shaped vanilla flavored grahams. Whole grain rich (8g whole grain per serving), no HFCS, made with colors and flavors from natural sources.

Case Specifications

GTIN # 000-30100-12695-9

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 (51.667 CF)

Shelf Life 305 Days

Preparation Instructions

Kellogg's® ChatSnax Vanilla Grahams are ready to eat out of the package.

Food Image



1

Oz. Grain
Equivalency



Buy American
Compliant



CACFP
Eligible

SS

Smart Snacks
Eligible



No HFCS



No Synthetic Colors
& No Artificial
Flavors

OU-D

Kosher Status

Nutrition Facts

Serving size 1 Pouch (28g)

Amount per serving
Calories 120

% Daily Value*

Total Fat 4g	5%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 105mg	5%
Total Carbohydrate 21g	8%
Dietary Fiber 1g	4%
Total Sugars 8g	
Includes 8g Added Sugars	16%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0.6mg	2%
Potassium 40mg	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 B₁ [thiamin mononitrate], vitamin B₂ [riboflavin], folic acid), sugar, vegetable oil (soybean, palm, canola and/or high oleic soybean). Contains 2% or less of invert sugar, salt, baking soda, natural flavors, soy lecithin, BHT for freshness.

Allergen Information

CONTAINS WHEAT AND SOY INGREDIENTS.

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

Updated January 2026. © 2026 Kellanova
NLI # 18137

Barry A. Brothers MS RDN

Kellanova

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	

[illegible]

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

Bary A Brack US RDM

Barry Brothers, MS RDN
Senior Wellbeing & Regulatory Lead
Kellanova



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 Chat Snax Vanilla Grahams Code No.: 30100 12695

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 ☒ No ☐

II. Does the product contain non-creditable grains? Yes ☐ No ☒ 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 ¹ A	GRAM STANDARD OF CREDITABLE GRAINS PER OZ EQ (16g or 28g) ² B	CREDITABLE AMOUNT A/B
Whole Wheat Flour, Enriched Wheat Flour	17	16	1
Total Creditable Amount ³			1

* Creditable grains vary by Program. See the FBG for specific Program requirements.

¹ (Serving size) X (% of creditable grains in formula); serving sizes other than grams must be converted to grams.

² Standard grams of creditable grains from the corresponding Group in Exhibit A.

³ 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

1-1-2026
Date

1-877-511-5777
Phone Number



Smart Snacks Product Calculator Results

Brand:
Kellogg's

Product Name:
Chat Snax Vanilla Grahams

Serving Size:
1 Pouch (28g)

First Ingredient:
Whole Wheat Flour

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

Nutrition Facts

Serving Size 28.00 g ⓘ

Servings Per Container

Amount Per Serving

Calories 120

Total Fat (g) 4

Saturated Fat (g) 1

Trans Fat (g) 0

Sodium (mg) 105

Carbohydrates

Total Sugars (g) 8

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.