



Pop-Tarts® Made With Whole Grain Frosted Fudge, Twin Pack

(NEW FORMULA
AVAILABLE SUMMER 2026)

38000-12073

3.3 oz. / 72ct.

Product & Case Images



Product Features

With a frosted crust made with whole grain and a sweet fudgy flavored filling, these Pop-Tarts® Made with Whole Grain Toaster Pastries make easy and fun on-the-go options. Eat straight from the pouch. Whole grain-rich (24g whole grain per serving) toaster pastries with fudge flavored filling twin pack. They contain 6g dietary fiber per serving (6g total fat per serving) and are an excellent source of 7 vitamins and minerals. They contain no high fructose corn syrup and provide 2.5oz equivalent grains.

2.5

Oz. Grain
Equivalency

Case Specifications

GTIN # 000-38000-12073-2

Case Ct. 3.3 oz. / 72 ct.

Case Dimensions 13.313"L x 9.313"W x 11.25"H

Case Cube 0.807 CF

Case Gross Wt. 17.363 LB.

Case Net Wt. 15.238 LB.

Cases/Pallet 60

Pallet Configuration 15x4 (48.428 CF)

Shelf Life 365 Days



Buy American
Compliant



No HFCS



No Synthetic Colors

Preparation Instructions

Ready to eat out of the package, or place package into a warming unit to serve warm.

Food Image



Not Kosher

Nutrition Facts

6 servings per container

Serving size 1 Pouch (96g)

Amount per serving
Calories 340

% Daily Value*

Total Fat 6g **8%**

Saturated Fat 2g **10%**

Trans Fat 0g

Polyunsaturated Fat 2.5g

Monounsaturated Fat 1.5g

Cholesterol 0mg **0%**

Sodium 240mg **10%**

Total Carbohydrate 72g **26%**

Dietary Fiber 6g **23%**

Total Sugars 24g

Includes 24g Added Sugars **48%**

Protein 5g

Vitamin D 0mcg 0% • Calcium 260mg 20%

Iron 3.6mg 20% • Potassium 140mg 2%

Vitamin A 20% • Thiamin 20%

Riboflavin 20% • Niacin 20%

Vitamin B₆ 20%

* 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, iron, vitamin B₁ [thiamin mononitrate], vitamin B₂ [riboflavin], folic acid), sugar, corn syrup, dextrose, soybean and palm oil, polydextrose, bleached wheat flour, glycerin.

Contains 2% or less of maltodextrin, cocoa, calcium carbonate, leavening (sodium acid pyrophosphate, baking soda), wheat starch, cocoa processed with alkali, salt, sodium stearoyl lactylate, gelatin, DATEM, xanthan gum, soy lecithin, vitamin A palmitate, niacinamide, iron, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride).

Allergen Information

CONTAINS WHEAT AND SOY INGREDIENTS.

Kellanova

Barry A. Brothers MS RDN

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

Updated February 2026. © 2026 Kellanova
NLI #19322



Pop-Tarts® Made With Whole Grain Frosted Fudge, Twin Pack (CURRENT FORMULA)

38000-12073

3.3 oz. / 72ct.

Product & Case Images



Product Features

With a frosted crust made with whole grain and a sweet fudgy flavored filling, these Pop-Tarts® Made with Whole Grain Toaster Pastries make easy and fun on-the-go options. Eat straight from the pouch. Whole grain-rich (23g whole grain per serving) toaster pastries with fudge flavored filling twin pack. They contain 6g dietary fiber per serving (6g total fat per serving) and are an excellent source of 7 vitamins and minerals. They contain no high fructose corn syrup and provide 2.5oz equivalent grains.

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Oz. Grain
Equivalency

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Ready to eat out of the package, or place package into a warming unit to serve warm.

Food Image



Not Kosher

Nutrition Facts

6 servings per container

Serving size

1 Pouch (96g)

Amount per serving

Calories

350

% Daily Value*

Total Fat 6g	8%
Saturated Fat 2g	10%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 1g	
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carbohydrate 73g	27%
Dietary Fiber 6g	20%
Total Sugars 29g	
Includes 29g Added Sugars	58%
Protein 5g	
Vitamin D 0mcg	0%
Iron 3.6mg	20%
Vitamin A	20%
Riboflavin	20%
Vitamin B ₆	20%
Calcium	20%
Potassium	2%
Thiamin	20%
Niacin	20%

* 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, sugar, enriched flour (wheat flour, niacin, reduced iron, vitamin B₁ [thiamin mononitrate], vitamin B₂ [riboflavin], folic acid), corn syrup, dextrose, soybean and palm oil, bleached wheat flour, polydextrose, glycerin. **Contains 2% or less of** maltodextrin, cocoa, calcium carbonate, leavening (sodium acid pyrophosphate, baking soda), wheat starch, cocoa processed with alkali, salt, sodium stearoyl lactylate, gelatin, DATEM, xanthan gum, soy lecithin, niacinamide, reduced iron, vitamin A palmitate, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride).

Allergen Information

CONTAINS WHEAT AND SOY INGREDIENTS.

Kellanova

Barry A. Brothers MS RDN

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

Updated February 2026. © 2026 Kellanova
NLI #17552

Product Name	Made with 24g Whole Grain Frosted Fudge
Flavor Descriptor	
NLI Description	Production
Brand	POP-TARTS



Date Created	01-01-26
NLI #	19322
Kosher Status	Not Kosher
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	2.5
USDA Ounce Equivalents of Meat/Meat Alternate	
Whole Grains (g/serving)	24
USDA Bioengineered (BE) Status	Contains a bioengineered food ingredient

NEW FORMULA AVAILABLE SUMMER 2026

Serving Size	1 Pouch	
Serving Size g	96	
Serving Size oz		
Amount Per Serving		
Calories	340	
		% Daily Value*
		% Daily Value*
Total Fat	6 g	8 %
Saturated Fat	2 g	10 %
Trans Fat	0 g	
Polysaturated Fat	2.5 g	
Monounsaturated Fat	1.5 g	
Cholesterol	0 mg	0 %
Sodium	240 mg	10 %
Total Carbohydrate	72 g	26 %
Dietary Fiber	6 g	23 %
Soluble Fiber		
Insoluble Fiber		
Total Sugars	24 g	
Includes 24g Added Sugars	24 g	48 %
Sugar Alcohol		
Protein	5 g	
Vitamin D	0 mcg	0 %
Calcium	260 mg	20 %
Iron	3.6 mg	20 %
Potassium	140 mg	2 %
Vitamin A		20 %
Vitamin C		
Vitamin E		
Vitamin K		
Thiamin		20 %
Riboflavin		20 %
Niacin		20 %
Vitamin B6		20 %
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, iron, vitamin B1 [thiamin mononitrate], vitamin B2 [riboflavin], folic acid), sugar, corn syrup, dextrose, soybean and palm oil, polydextrose, bleached wheat flour, glycerin.

Contains 2% or less of maltodextrin, cocoa, calcium carbonate, leavening (sodium acid pyrophosphate, baking soda), wheat starch, cocoa processed with alkali, salt, sodium stearoyl lactylate, gelatin, DATEM, xanthan gum, soy lecithin, vitamin A palmitate, niacinamide, iron, vitamin B6 (pyridoxine hydrochloride), vitamin B2 (riboflavin), vitamin B1 (thiamin hydrochloride).

ALLERGEN INFORMATION:

CONTAINS WHEAT AND SOY INGREDIENTS.

Nutrient Contents Per 100g			
Calories	358	Vitamin E	0 mg
Total Fat	6.3 g	Vitamin K	NA mcg
Saturated Fat	2.1 g	Thiamin	0.25 mg
Trans Fat	0.1 g	Riboflavin	0.27 mg
Polysaturated Fat	2.4 g	Niacin (NE)	3.3 mg
Monounsaturated Fat	1.3 g	Vitamin B6	0.35 mg
Cholesterol	0 mg	Folate (DFE)	54 mcg
Sodium	251 mg	Folic Acid	28 mcg
Total Carbohydrate	75.4 g	Vitamin B12	0 mcg
Dietary Fiber	6.6 g	Biotin	NA mcg
Soluble Fiber	3 g	Pantothenic Acid	NA mg
Insoluble Fiber	3.4 g	Phosphorus	119 mg
Total Sugars	25 g	Iodine	NA mcg
Added Sugars	24.6 g	Magnesium	7 mg
Sugar Alcohols	2.7 g	Zinc	0 mg
Protein	4.8 g	Selenium	NA mcg
Vitamin D	0 mcg	Copper	NA mg
Calcium	270.8 mg	Manganese	NA mg
Iron	3.8 mg	Chromium	NA mcg
Potassium	156 mg	Molybdenum	NA mcg
Vitamin A (RAE)	188 mcg	Chloride	NA mg
Vitamin C	0 mg	Choline	NA mg
		Fluoride	NA mg
		Moisture	11.25 %
		Ash	2.25 %
		Whole Grain	25.63 %

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

GTIN/UPC Code	Type of Package	Net Weight	Servings Per Container
000 38000 12073 2	Case		72
000 38000 12074 9	Carton	20.3oz (1lb 4.3oz) (576g)	6
		6 - 3.3oz (96g) Pouches	
000 38000 12077 0	Pouch	3.3oz (96g)	1

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

Barry A Brooks MS RDN

Barry Brothers, MS RDN
Senior Wellbeing & Regulatory Lead
Kellanova

Product Name	Made with 23g Whole Grain Frosted Fudge
Flavor Descriptor	
NLI Description	Production
Brand	POP-TARTS



Date Created	01-01-26
NLI #	17552
Kosher Status	Not Kosher
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	2.5
USDA Ounce Equivalents of Meat/Meat Alternate	
Whole Grains (g/serving)	23
USDA Bioengineered (BE) Status	Contains a bioengineered food ingredient

Serving Size	1 Pouch	
Serving Size g	96	
Serving Size oz		
Amount Per Serving		
Calories	350	
		% Daily Value*
Total Fat	6 g	8 %
Saturated Fat	2 g	10 %
Trans Fat	0 g	
Polysaturated Fat	2 g	
Monounsaturated Fat	1 g	
Cholesterol	0 mg	0 %
Sodium	240 mg	10 %
Total Carbohydrate	73 g	27 %
Dietary Fiber	6 g	20 %
Soluble Fiber		
Insoluble Fiber		
Total Sugars	29 g	
Includes 29g Added Sugars	29 g	58 %
Sugar Alcohol		
Protein	5 g	
Vitamin D	0 mcg	0 %
Calcium	260 mg	20 %
Iron	3.6 mg	20 %
Potassium	150 mg	2 %
Vitamin A		20 %
Vitamin C		
Vitamin E		
Vitamin K		
Thiamin		20 %
Riboflavin		20 %
Niacin		20 %
Vitamin B6		20 %
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, sugar, enriched flour (wheat flour, niacin, reduced iron, vitamin B1 [thiamin mononitrate], vitamin B2 [riboflavin], folic acid), corn syrup, dextrose, soybean and palm oil, bleached wheat flour, polydextrose, glycerin.

Contains 2% or less of maltodextrin, cocoa, calcium carbonate, leavening (sodium acid pyrophosphate, baking soda), wheat starch, cocoa processed with alkali, salt, sodium stearoyl lactylate, gelatin, DATEM, xanthan gum, soy lecithin, niacinamide, reduced iron, vitamin A palmitate, vitamin B6 (pyridoxine hydrochloride), vitamin B2 (riboflavin), vitamin B1 (thiamin hydrochloride).

ALLERGEN INFORMATION:

CONTAINS WHEAT AND SOY INGREDIENTS.

Nutrient Contents Per 100g			
Calories	364	Vitamin E	0 mg
Total Fat	6.1 g	Vitamin K	NA mcg
Saturated Fat	2 g	Thiamin	0.25 mg
Trans Fat	0.1 g	Riboflavin	0.27 mg
Polysaturated Fat	2.2 g	Niacin (NE)	3.3 mg
Monounsaturated Fat	1.3 g	Vitamin B6	0.35 mg
Cholesterol	0 mg	Folate (DFE)	57 mcg
Sodium	254 mg	Folic Acid	28 mcg
Total Carbohydrate	75.9 g	Vitamin B12	0 mcg
Dietary Fiber	5.8 g	Biotin	NA mcg
Soluble Fiber	4.2 g	Pantothenic Acid	NA mg
Insoluble Fiber	1.6 g	Phosphorus	220 mg
Total Sugars	30.4 g	Iodine	NA mcg
Added Sugars	30.1 g	Magnesium	33 mg
Sugar Alcohols	2.7 g	Zinc	1 mg
Protein	5 g	Selenium	NA mcg
Vitamin D	0 mcg	Copper	NA mg
Calcium	270.8 mg	Manganese	NA mg
Iron	3.8 mg	Chromium	NA mcg
Potassium	160 mg	Molybdenum	NA mcg
Vitamin A (RAE)	188 mcg	Chloride	NA mg
Vitamin C	0 mg	Choline	NA mg
		Fluoride	NA mg
		Moisture	11.25 %
		Ash	1.75 %
		Whole Grain	24.16 %

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

GTIN/UPC Code	Type of Package	Net Weight	Servings Per Container
000 38000 12073 2	Case		72
000 38000 12074 9	Carton	20.3oz (1lb 4.3oz) (576g)	6
		6 - 3.3oz (96g) Pouches	
000 38000 12077 0	Pouch	3.3oz (96g)	1

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

Barry A Brooks MS RDN

Barry Brothers, MS RDN
Senior Wellbeing & Regulatory Lead
Kellanova



NEW FORMULA AVAILABLE SUMMER 2026

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: Pop-Tarts Made with 24g Whole Grain Frosted Fudge Code No.: 38000 12073

Manufacturer: Kellanova Serving Size: 1 Pouch (96 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 X No How many grams? <3.99

(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).

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

Table with 4 columns: DESCRIPTION OF CREDITABLE GRAIN INGREDIENT*, GRAMS OF CREDITABLE GRAIN INGREDIENT PER PORTION, GRAM STANDARD OF CREDITABLE GRAINS PER OZ EQ, CREDITABLE AMOUNT. Row 1: Whole Wheat Flour, Enriched Wheat Flour | 41 | 16 | 2.5. Row 2: Total Creditable Amount | | | 2.5.

* 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 96 g

Total contribution of product (per portion) 2.5 oz eq

I certify that the above information is true and correct and that a 96 g portion of this product (ready for serving) provides 2.5 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.

Signature: Barry A Brothers MS RDN

Title: Senior Wellbeing & Regulatory Lead

Printed Name: Barry Brothers, MS RDN

Date: 1-1-2026

Phone Number: 1-877-511-5777



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: Pop-Tarts Made with 23g Whole Grain Frosted Fudge Code No.: 38000 12073

Manufacturer: Kellanova Serving Size: 1 Pouch (96 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 X No How many grams? <3.99

(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: E

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	40	16	2.5
Total Creditable Amount³			2.5

* 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 96 g

Total contribution of product (per portion) 2.5 oz eq

I certify that the above information is true and correct and that a 96 g portion of this product (ready for serving) provides 2.5 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