



Pop-Tarts® Made With Whole Grain

Frosted Blueberry, Single Pack (NEW FORMULA AVAILABLE SUMMER 2026)

#38000-17196

1.69 oz. / 120 ct.

Product & Case Images



Product Features

Boost participation and keep kids coming back by adding Pop-Tarts® made with Whole Grain Frosted Blueberry toaster pastries to your menu. Whole grain-rich (11g whole grain per serving) toaster pastry with blueberry flavored filling with other natural flavors. Contains 3g dietary fiber per serving (2.5g fat per serving). Good source of 7 vitamins and minerals. They contain no high fructose corn syrup, meet USDA K-12 Smart Snacks requirements, and equal 1 oz equivalent grains. No synthetic colors or artificial flavors.

1

Oz. Grain Equivalency



Buy American Compliant

SS

Smart Snacks Eligible



No HFCS



No Synthetic Colors & No Artificial Flavors



Not Kosher

Case Specifications

GTIN # 000-38000-17196-3

Case Ct. 1.69 oz. / 120 ct.

Case Dimensions 13.375"L x 9.375"W x 11.375"H

Case Cube 0.825 CF

Case Gross Wt. 14.908 LB.

Case Net Wt. 12.698 LB.

Cases/Pallet 60

Pallet Configuration 15x4 (49.101 CF)

Shelf Life 365 Days

Preparation Instructions

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

Food Image



Nutrition Facts

10 servings per container	
Serving size	1 Pastry (48g)
Amount per serving	
Calories	170
% Daily Value*	
Total Fat 2.5g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 0.5g	
Cholesterol 0mg	0%
Sodium 110mg	5%
Total Carbohydrate 36g	13%
Dietary Fiber 3g	11%
Total Sugars 12g	
Includes 12g Added Sugars	24%
Protein 2g	
Vitamin D 0mcg 0%	• Calcium 130mg 10%
Iron 1.8mg 10%	• Potassium 50mg 0%
Vitamin A 10%	• Thiamin 10%
Riboflavin 10%	• Niacin 10%
Vitamin B ₆ 10%	

* 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, corn syrup, enriched flour (wheat flour, niacin, iron, vitamin B₁ [thiamin mononitrate], vitamin B₂ [riboflavin], folic acid), sugar, dextrose, soybean and palm oil, polydextrose, bleached wheat flour, glycerin, fructose. **Contains 2% or less of** wheat starch, calcium carbonate, leavening (sodium acid pyrophosphate, baking soda), dried grapes, dried blueberries, salt, dried apples, sodium stearoyl lactylate, citric acid, vegetable juice for color, DATEM, gelatin, modified wheat starch, xanthan gum, soy lecithin, turmeric for color, spirulina for color, vitamin A palmitate, niacinamide, apple juice concentrate, iron, natural flavor, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride).

Allergen Information

CONTAINS WHEAT AND SOY INGREDIENTS.



Barry A. Brothers MS RDN

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

Updated February 2026. © 2026 Kellanova
NLI #19317



Pop-Tarts® Made With Whole Grain Frosted Blueberry, Single Pack (CURRENT FORMULA)

#38000-17196

1.69 oz. / 120 ct.

Product & Case Images



Product Features

Boost participation and keep kids coming back by adding Pop-Tarts® made with Whole Grain Frosted Blueberry toaster pastries to your menu. Whole grain-rich (10g whole grain per serving) toaster pastry with naturally and artificially blueberry flavored filling. Contains 3g dietary fiber per serving (2.5g fat per serving). Good source of 7 vitamins and minerals. They contain no high fructose corn syrup, meet USDA K-12 Smart Snacks requirements, and equal 1 oz equivalent grains.

1

Oz. Grain
Equivalency

Case Specifications

GTIN # 000-38000-17196-3

Case Ct. 1.69 oz. / 120 ct.

Case Dimensions 13.375"L x 9.375"W x 11.375"H

Case Cube 0.825 CF

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Cases/Pallet 60

Pallet Configuration 15x4 (49.101 CF)

Shelf Life 365 Days



Buy American
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Smart Snacks
Eligible

Preparation Instructions

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



No HFCS

Food Image



Not Kosher

Nutrition Facts

10 servings per container	
Serving size	1 Pastry (48g)
Amount per serving	
Calories	170
% Daily Value*	
Total Fat 2.5g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 0.5g	
Cholesterol 0mg	0%
Sodium 115mg	5%
Total Carbohydrate 36g	13%
Dietary Fiber 3g	10%
Total Sugars 14g	
Includes 14g Added Sugars	28%
Protein 2g	
Vitamin D 0mcg 0%	Calcium 130mg 10%
Iron 1.8mg 10%	Potassium 50mg 0%
Vitamin A 10%	Thiamin 10%
Riboflavin 10%	Niacin 10%
Vitamin B ₆ 10%	

* 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, corn syrup, enriched flour (wheat flour, niacin, reduced iron, vitamin B₁ [thiamin mononitrate], vitamin B₂ [riboflavin], folic acid), dextrose, soybean and palm oil, bleached wheat flour, polydextrose, glycerin. Contains 2% or less of fructose, wheat starch, calcium carbonate, leavening (sodium acid pyrophosphate, baking soda), dried grapes, dried blueberries, salt, dried apples, sodium stearoyl lactylate, citric acid, DATEM, gelatin, modified wheat starch, yellow corn flour, natural and artificial flavor, xanthan gum, caramel color, cornstarch, turmeric extract color, soy lecithin, red 40, niacinamide, reduced iron, vitamin A palmitate, blue 2, blue 1, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride), color added.

Allergen Information

CONTAINS WHEAT AND SOY INGREDIENTS.



Barry A Brooks MS RDN

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

Updated February 2026. © 2026 Kellanova
NLI #17547

Product Name	Made with 11g Whole Grain Frosted Blueberry
Flavor Descriptor	Naturally Flavored with Other Natural Flavors
NLI Description	Production
Brand	POP-TARTS



Date Created	01-01-26
NLI #	19317
Kosher Status	Not Kosher
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	1
USDA Ounce Equivalents of Meat/Meat Alternate	
Whole Grains (g/serving)	11
USDA Bioengineered (BE) Status	Contains a bioengineered food ingredient

NEW FORMULA AVAILABLE SUMMER 2026

INGREDIENT INFORMATION:

Ingredients: Whole wheat flour, corn syrup, enriched flour (wheat flour, niacin, iron, vitamin B1 [thiamin mononitrate], vitamin B2 [riboflavin], folic acid), sugar, dextrose, soybean and palm oil, polydextrose, bleached wheat flour, glycerin, fructose.

Contains 2% or less of wheat starch, calcium carbonate, leavening (sodium acid pyrophosphate, baking soda), dried grapes, dried blueberries, salt, dried apples, sodium stearoyl lactylate, citric acid, vegetable juice for color, DATEM, gelatin, modified wheat starch, xanthan gum, soy lecithin, turmeric for color, spirulina for color, vitamin A palmitate, niacinamide, apple juice concentrate, iron, natural flavor, vitamin B6 (pyridoxine hydrochloride), vitamin B2 (riboflavin), vitamin B1 (thiamin hydrochloride).

Serving Size	1 Pastry				
Serving Size g	48				
Serving Size oz					
Amount Per Serving					
Calories	170				
			% Daily Value*		% Daily Value*
Total Fat	2.5 g	3 %			
Saturated Fat	1 g	5 %			
Trans Fat	0 g				
Polyunsaturated Fat	1 g				
Monounsaturated Fat	0.5 g				
Cholesterol	0 mg	0 %			
Sodium	110 mg	5 %			
Total Carbohydrate	36 g	13 %			
Dietary Fiber	3 g	11 %			
Soluble Fiber					
Insoluble Fiber					
Total Sugars	12 g				
Includes 12g Added Sugars	12 g	24 %			
Sugar Alcohol					
Protein	2 g				
Vitamin D	0 mcg	0 %			
Calcium	130 mg	10 %			
Iron	1.8 mg	10 %			
Potassium	50 mg	0 %			
Vitamin A		10 %			
Vitamin C					
Vitamin E					
Vitamin K					
Thiamin		10 %			
Riboflavin		10 %			
Niacin		10 %			
Vitamin B6		10 %			
Folate					
Folic Acid					
Vitamin B12					
Biotin					
Pantothenic Acid					
Phosphorus					
Iodine					
Magnesium					
Zinc					
Selenium					
Copper					
Manganese					
Chromium					
Molybdenum					
Chloride					
Choline					
Fluoride					

ALLERGEN INFORMATION:

CONTAINS WHEAT AND SOY INGREDIENTS.

Nutrient Contents Per 100g			
Calories	350	Vitamin E	0 mg
Total Fat	5.6 g	Vitamin K	NA mcg
Saturated Fat	1.9 g	Thiamin	0.25 mg
Trans Fat	0.1 g	Riboflavin	0.27 mg
Polyunsaturated Fat	2.1 g	Niacin (NE)	3.3 mg
Monounsaturated Fat	1.2 g	Vitamin B6	0.35 mg
Cholesterol	0 mg	Folate (DFE)	42 mcg
Sodium	228 mg	Folic Acid	22 mcg
Total Carbohydrate	75.3 g	Vitamin B12	0 mcg
Dietary Fiber	6.1 g	Biotin	NA mcg
Soluble Fiber	3.1 g	Pantothenic Acid	NA mg
Insoluble Fiber	2.8 g	Phosphorus	105 mg
Total Sugars	25.3 g	Iodine	NA mcg
Added Sugars	24.4 g	Magnesium	5 mg
Sugar Alcohols	2.7 g	Zinc	0 mg
Protein	4 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	119 mg	Molybdenum	NA mcg
Vitamin A (RAE)	188 mcg	Chloride	NA mg
Vitamin C	0 mg	Choline	NA mg
		Fluoride	NA mg
		Moisture	12.75 %
		Ash	2.35 %
		Whole Grain	23.27 %

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 17196 3	Case		120
000 38000 17197 0	Carton	16.9oz (1lb 0.9oz) (480g)	10
		10 - 1.69oz (48g) Pouches	
000 38000 17198 7	Pouch	1.69oz (48g)	1

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

Bay A Bricks MS RDN

Barry Brothers, MS RDN
Senior Wellbeing & Regulatory Lead
Kellanova

Product Name	Made with 10g Whole Grain Frosted Blueberry
Flavor Descriptor	Naturally and Artificially Flavored
NLI Description	Production
Brand	POP-TARTS



Date Created	01-01-26
NLI #	17547
Kosher Status	Not Kosher
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	1
USDA Ounce Equivalents of Meat/Meat Alternate	
Whole Grains (g/serving)	10
USDA Bioengineered (BE) Status	Contains a bioengineered food ingredient

Serving Size	1 Pastry				
Serving Size g	48				
Serving Size oz					
Amount Per Serving					
Calories	170				
			% Daily Value*		% Daily Value*
Total Fat	2.5 g	3 %			
Saturated Fat	1 g	5 %			
Trans Fat	0 g				
Polyunsaturated Fat	1 g				
Monounsaturated Fat	0.5 g				
Cholesterol	0 mg	0 %			
Sodium	115 mg	5 %			
Total Carbohydrate	36 g	13 %			
Dietary Fiber	3 g	10 %			
Soluble Fiber					
Insoluble Fiber					
Total Sugars	14 g				
Includes 14g Added Sugars	14 g	28 %			
Sugar Alcohol					
Protein	2 g				
Vitamin D	0 mcg	0 %			
Calcium	130 mg	10 %			
Iron	1.8 mg	10 %			
Potassium	50 mg	0 %			
Vitamin A		10 %			
Vitamin C					
Vitamin E					
Vitamin K					
Thiamin		10 %			
Riboflavin		10 %			
Niacin		10 %			
Vitamin B6		10 %			
Folate					
Folic Acid					
Vitamin B12					
Biotin					
Pantothenic Acid					
Phosphorus					
Iodine					
Magnesium					
Zinc					
Selenium					
Copper					
Manganese					
Chromium					
Molybdenum					
Chloride					
Choline					
Fluoride					

INGREDIENT INFORMATION:

Ingredients: Whole wheat flour, sugar, corn syrup, enriched flour (wheat flour, niacin, reduced iron, vitamin B1 [thiamin mononitrate], vitamin B2 [riboflavin], folic acid), dextrose, soybean and palm oil, bleached wheat flour, polydextrose, glycerin.

Contains 2% or less of fructose, wheat starch, calcium carbonate, leavening (sodium acid pyrophosphate, baking soda), dried grapes, dried blueberries, salt, dried apples, sodium stearoyl lactylate, citric acid, DATEM, gelatin, modified wheat starch, yellow corn flour, natural and artificial flavor, xanthan gum, caramel color, cornstarch, turmeric extract color, soy lecithin, red 40, niacinamide, reduced iron, vitamin A palmitate, blue 2, blue 1, vitamin B6 (pyridoxine hydrochloride), vitamin B2 (riboflavin), vitamin B1 (thiamin hydrochloride), color added.

ALLERGEN INFORMATION:

CONTAINS WHEAT AND SOY INGREDIENTS.

Nutrient Contents Per 100g			
Calories	354	Vitamin E	0 mg
Total Fat	5.5 g	Vitamin K	NA mcg
Saturated Fat	1.8 g	Thiamin	0.25 mg
Trans Fat	0.1 g	Riboflavin	0.27 mg
Polyunsaturated Fat	2 g	Niacin (NE)	3.3 mg
Monounsaturated Fat	1.1 g	Vitamin B6	0.35 mg
Cholesterol	0 mg	Folate (DFE)	46 mcg
Sodium	239 mg	Folic Acid	22 mcg
Total Carbohydrate	75.6 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	193 mg
Total Sugars	29.9 g	Iodine	NA mcg
Added Sugars	29.2 g	Magnesium	25 mg
Sugar Alcohols	2.6 g	Zinc	0.8 mg
Protein	4.3 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	119 mg	Molybdenum	NA mcg
Vitamin A (RAE)	188 mcg	Chloride	NA mg
Vitamin C	0 mg	Choline	NA mg
		Fluoride	NA mg
		Moisture	12.75 %
		Ash	1.85 %
		Whole Grain	22.27 %

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 17196 3	Case		120
000 38000 17197 0	Carton	16.9oz (1lb 0.9oz) (480g)	10
		10 - 1.69oz (48g) Pouches	
000 38000 17198 7	Pouch	1.69oz (48g)	1

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

Bay A Bruck 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 11g Whole Grain Frosted Blueberry Code No.: 38000 17196

Manufacturer: Kellanova Serving Size: 1 Pastry (48 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 | 17 | 16 | 1. Row 2: Total Creditable Amount | | | 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 48 g

Total contribution of product (per portion) 1 oz eq

I certify that the above information is true and correct and that a 48 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.

Signature: Barry A Brooks 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 10g Whole Grain Frosted Blueberry Code No.: 38000 17196

Manufacturer: Kellanova Serving Size: 1 Pastry (48 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

Table with 4 columns: DESCRIPTION OF CREDITABLE GRAIN INGREDIENT*, GRAMS OF CREDITABLE GRAIN INGREDIENT PER PORTION1 A, GRAM STANDARD OF CREDITABLE GRAINS PER OZ EQ (16g or 28g)2 B, CREDITABLE AMOUNT A/B. Row 1: Whole Wheat Flour, Enriched Wheat Flour | 17 | 16 | 1. Row 2: Total Creditable Amount3 | | | 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 48 g

Total contribution of product (per portion) 1 oz eq

I certify that the above information is true and correct and that a 48 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.

Signature: Barry A Brooks MS RDN Title: Senior Wellbeing & Regulatory Lead

Printed Name: Barry Brothers, MS RDN Date: 1-1-2026 Phone Number: 1-877-511-5777



Smart Snacks Product Calculator Results

Brand:
Pop-Tarts

Product Name:
Made with 11g Whole Grain Frosted Blueberry

Serving Size:
1 Pastry (48g)

First Ingredient:
Whole wheat flour

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

NEW FORMULA AVAILABLE SUMMER 2026

✔ Your product is compliant!

Nutrition Facts

Serving Size 48.00 g ⓘ

Servings Per Container ⓘ

Amount Per Serving

Calories 170

Total Fat (g) 2.5

Saturated Fat (g) 1

Sodium (mg) 110

Carbohydrates

Total Sugars (g) 12

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.

LEADING THE WAY FOR CHILDREN'S HEALTH



Smart Snacks Product Calculator Results

Brand:
Pop-Tarts

Product Name:
**Made with 10g Whole Grain Frosted
Blueberry**

Serving Size:
1 Pastry (48g)

First Ingredient:
Whole Wheat Flour

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

Nutrition Facts

Serving Size 48.00 g ⓘ

Servings Per Container

Amount Per Serving

Calories 170

Total Fat (g) 2.5

Saturated Fat (g) 1

Trans Fat (g) 0

Sodium (mg) 115

Carbohydrates

Total Sugars (g) 14

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.

LEADING THE WAY FOR CHILDREN'S HEALTH