



Pop-Tarts® Made With Whole Grain Frosted Strawberry, Single Pack (NEW FORMULA AVAILABLE SUMMER 2026)

#38000-55130

1.69 oz. / 120 ct.

Product & Case Images



Product Features

Whenever you crave a sweet, quick and tasty anytime snack, Pop-Tarts® Made with Whole Grain Frosted Strawberry toaster pastries are your go-to choice. Help jump-start the day with a strawberry-flavored filling encased in a pastry crust and topped with frosting and rainbow sprinkles. Ideal as part of school breakfast because One Toaster Pastry equals one ounce equivalent of grain. Pop-Tarts® Made with Whole Grain toaster pastries in 1-count pouches, packed in 10 count display trays. They are whole grain-rich (11g whole grain per serving), a good source of 7 vitamins and minerals, and contain 3g dietary fiber per serving (2.5g total fat per serving). They contain no high fructose corn syrup, meet USDA K-12 Smart Snacks requirements and equal 1 oz equivalent grains.

1

Oz. Grain
Equivalency



Buy American
Eligible

SS

Smart Snacks
Eligible



No HFCS



No Synthetic Colors
& No Artificial Flavors



Not Kosher

Case Specifications

GTIN # 000-38000-55130-7

Case Ct. 1.69 oz. / 120 ct.

Case Dimensions 13.313"L x 9.313"W x 11.375"H

Case Cube 0.816 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	10%
Total Sugars 12g	
Includes 12g Added Sugars	24%
Protein 2g	
Vitamin D 0mcg	0%
Iron 1.8mg	10%
Vitamin A	10%
Riboflavin	10%
Vitamin B ₆	10%
Calcium	130mg 10%
Potassium	50mg 0%
Thiamin	10%
Niacin	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), vegetable juice for color, dried pears, dried apples, salt, dried strawberries, sodium stearoyl lactylate, citric acid, DATEM, gelatin, modified wheat starch, xanthan gum, paprika for color, vitamin A palmitate, niacinamide, iron, vitamin B₆ (pyridoxine hydrochloride), vitamin B₂ (riboflavin), vitamin B₁ (thiamin hydrochloride), soy lecithin.

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 #19323

Kellanova



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

#38000-55130

1.69 oz. / 120 ct.

Product & Case Images



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Oz. Grain
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Not Kosher

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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 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), vegetable juice for color, dried pears, dried apples, salt, dried strawberries, sodium stearoyl lactylate, citric acid, DATEM, gelatin, cornstarch, modified wheat starch, xanthan gum, brown rice syrup, paprika extract color, 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.

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Senior Wellbeing & Regulatory Lead
Kellanova Away From Home

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NLI #17553

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 Strawberry Code No.: 38000 55130

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 Strawberry **Code No.:** 38000 55130

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

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 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.

Barry A Brothers 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:
Pop-Tarts

Product Name:
Made with 11g Whole Grain Frosted Strawberry

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 Strawberry

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