



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

#38000-55133

3.3 oz. / 72 ct.

Product & Case Images



Product Features

Whenever you crave a sweet, quick and tasty anytime snack, Pop-Tarts® Made with Whole Grain toaster pastries are your go-to choice. Pop-Tarts® Made with Whole Grain Frosted Strawberry toaster pastries in 2-count pouches, packed in 6-count display trays. Help jump-start the day with a strawberry flavored filling encased in a pastry crust and topped with frosting and rainbow sprinkles. Excellent source of 7 vitamins and minerals, excellent source of fiber (contains 5g total fat per serving). They are made with colors and flavors from natural sources, contain no high fructose corn syrup, and equal 2oz equivalent grains.

2

Oz. Grain
Equivalency

Case Specifications

GTIN # 000-38000-55133-8

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

Preparation Instructions

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



No Synthetic Colors
& No Artificial Flavors

Food Image



Not Kosher

Nutrition Facts

6 servings per container
Serving size 1 Pouch (96g)

Amount per serving
Calories 340

	% Daily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 1g	
Cholesterol 0mg	0%
Sodium 220mg	10%
Total Carbohydrate 72g	26%
Dietary Fiber 6g	21%
Total Sugars 24g	
Includes 23g Added Sugars	46%
Protein 4g	

Vitamin D 0mcg 0%	Calcium 260mg 20%
Iron 3.6mg 20%	Potassium 110mg 2%
Vitamin A 20%	Thiamin 20%
Riboflavin 20%	Niacin 20%
Vitamin B ₆ 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, 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.

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 #19324



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

#38000-55133

3.3 oz. / 72 ct.

Product & Case Images



Product Features

Whenever you crave a sweet, quick and tasty anytime snack, Pop-Tarts® Made with Whole Grain toaster pastries are your go-to choice. Pop-Tarts® Made with Whole Grain Frosted Strawberry toaster pastries in 2-count pouches, packed in 6-count display trays. Help jump-start the day with a strawberry flavored filling encased in a pastry crust and topped with frosting and rainbow sprinkles. Excellent source of 7 vitamins and minerals, excellent source of fiber (contains 5g total fat per serving). They are made with colors and flavors from natural sources, contain no high fructose corn syrup, and equal 2oz equivalent grains.

2

Oz. Grain
Equivalency

Case Specifications

GTIN # 000-38000-55133-8

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

Preparation Instructions

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



No Synthetic Colors
& No Artificial Flavors

Food Image



Not Kosher

Nutrition Facts

6 servings per container

Serving size

1 Pouch (96g)

Amount per serving

Calories

340

% Daily Value*

Total Fat 5g

6%

Saturated Fat 1.5g

8%

Trans Fat 0g

Polyunsaturated Fat 2g

Monounsaturated Fat 1g

Cholesterol 0mg

0%

Sodium 230mg

10%

Total Carbohydrate 73g

27%

Dietary Fiber 6g

20%

Total Sugars 29g

Includes 28g Added Sugars

56%

Protein 4g

Vitamin D 0mcg 0%

Calcium 260mg 20%

Iron 3.6mg 20%

Potassium 110mg 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, 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.

Barry A Brothers MS RDN

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

Updated February 2026. © 2026 Kellanova
NLI #17554

Kellanova

Product Name	Made with 22g Whole Grain Frosted Strawberry
Flavor Descriptor	
NLI Description	Production
Brand	POP-TARTS



Date Created	01-01-26
NLI #	19324
Kosher Status	Not Kosher
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	2
USDA Ounce Equivalents of Meat/Meat Alternate	
Whole Grains (g/serving)	22
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), vegetable juice for color, dried pears, dried apples, salt, dried strawberries, sodium stearyl 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.

Serving Size	1 Pouch				
Serving Size g	96				
Serving Size oz					
Amount Per Serving					
Calories	340				
			% Daily Value*		% Daily Value*
Total Fat	5 g		6 %		
Saturated Fat	2 g		10 %		
Trans Fat	0 g				
Polyunsaturated Fat	2 g				
Monounsaturated Fat	1 g				
Cholesterol	0 mg		0 %		
Sodium	220 mg		10 %		
Total Carbohydrate	72 g		26 %		
Dietary Fiber	6 g		21 %		
Soluble Fiber					
Insoluble Fiber					
Total Sugars	24 g				
Includes 23g Added Sugars	23 g		46 %		
Sugar Alcohol					
Protein	4 g				
Vitamin D	0 mcg		0 %		
Calcium	260 mg		20 %		
Iron	3.6 mg		20 %		
Potassium	110 mg		2 %		
Vitamin A			20 %		
Vitamin C					
Vitamin E					
Vitamin K					
Thiamin			20 %		
Riboflavin			20 %		
Niacin			20 %		
Vitamin B6			20 %		
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.

GTIN/UPC Code	Type of Package	Net Weight	Servings Per Container
000 38000 55133 8	Case		72
000 38000 55134 5	Carton	20.3oz (1lb 4.3oz) (576g)	6
		6 - 3.3oz (96g) Pouches	
000 38000 55136 9	Pouch	3.3oz (96g)	1

Nutrient Contents Per 100g			
Calories	351	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	229 mg	Folic Acid	21 mcg
Total Carbohydrate	75.3 g	Vitamin B12	0 mcg
Dietary Fiber	6.1 g	Biotin	NA mcg
Soluble Fiber	3 g	Pantothenic Acid	NA mg
Insoluble Fiber	2.8 g	Phosphorus	106 mg
Total Sugars	25 g	Iodine	NA mcg
Added Sugars	24 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	117 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	23.53 %

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

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

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 Name	Made with 21g Whole Grain Frosted Strawberry
Flavor Descriptor	
NLI Description	Production
Brand	POP-TARTS



Date Created	01-01-26
NLI #	17554
Kosher Status	Not Kosher
Product of	U.S.A.

USDA Ounce Equivalents of Grain per Serving	2
USDA Ounce Equivalents of Meat/Meat Alternate	
Whole Grains (g/serving)	21
USDA Bioengineered (BE) Status	Contains a bioengineered food ingredient

Serving Size	1 Pouch	
Serving Size g	96	
Serving Size oz		
Amount Per Serving		
Calories	340	
		% Daily Value*
		% Daily Value*
Total Fat	5 g	6 %
Saturated Fat	1.5 g	8 %
Trans Fat	0 g	
Polyunsaturated Fat	2 g	
Monounsaturated Fat	1 g	
Cholesterol	0 mg	0 %
Sodium	230 mg	10 %
Total Carbohydrate	73 g	27 %
Dietary Fiber	6 g	20 %
Soluble Fiber		
Insoluble Fiber		
Total Sugars	29 g	
Includes 28g Added Sugars	28 g	56 %
Sugar Alcohol		
Protein	4 g	
Vitamin D	0 mcg	0 %
Calcium	260 mg	20 %
Iron	3.6 mg	20 %
Potassium	110 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		%
Phosphorus		%
Iodine		mcg
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), 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.

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)	45 mcg
Sodium	238 mg	Folic Acid	22 mcg
Total Carbohydrate	75.7 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	192 mg
Total Sugars	30.2 g	Iodine	NA mcg
Added Sugars	29.4 g	Magnesium	25 mg
Sugar Alcohols	2.7 g	Zinc	0.8 mg
Protein	4.2 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	22.2 %

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 55133 8	Case		72
000 38000 55134 5	Carton	20.3oz (1lb 4.3oz) (576g)	6
		6 - 3.3oz (96g) Pouches	
000 38000 55136 9	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 22g Whole Grain Frosted Strawberry Code No.: 38000 55133

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 per pastry

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 | 35 | 16 | 2. Row 2: Total Creditable Amount | | | 2.

* 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 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 oz eq grains.

I further certify that non-creditable grains are not above 0.24 oz eq per pastry. 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 21g Whole Grain Frosted Strawberry Code No.: 38000 55133

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 per pastry
(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	34	16	2
Total Creditable Amount³			2

* 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 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 oz eq grains.
I further certify that non-creditable grains are not above 0.24 oz eq per pastry. 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