

FUEL SCHOOL WITH WHOLE GRAINS

Kellanova delivers whole grain-rich foods made for schools, meeting today's USDA standards – and evolving to meet and exceed tomorrow's – so K-12 operators can menu trusted favorites with confidence.

DID YOU KNOW?

Grains are important sources of many nutrients, including complex carbohydrates, fiber, B-vitamins and certain minerals.¹

DELICIOUS AND COMPLIANT

Our Pop-Tarts® portfolio already checks numerous nutritional boxes:

- At least 11g of whole grain per serving
- Whole grain first ingredient
- At least 3g of dietary fiber per serving
- Good source of 7 essential vitamins & minerals
- No high fructose corn syrup



STAYING AHEAD OF THE CURVE

And it keeps getting better! Just in time for SY26-27, our reformulated Pop-Tarts® toaster pastries now meet July 2027 added sugar limits² – ahead of schedule! – and are free from synthetic colors.

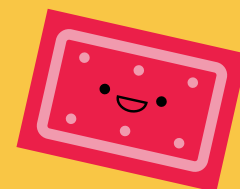
- ≤ 12g added sugar per serving (1 ct. packs)
- No FD&C colors across all flavors



Kellanova
Away From Home

POP-TARTS® PRODUCTS

ITEM NUMBER	PRODUCT DESCRIPTION	OZ. EQ. GRAIN	CASE
38000-55130	Pop-Tart® Made With 11g Whole Grain Frosted Strawberry, Single Pack	1oz.	120ct./1.69oz.
38000-55122	Pop-Tart® Made With 12g Whole Grain Frosted Cinnamon, Single Pack	1.25oz.	120ct./1.69oz.
38000-17196	Pop-Tart® Made With 11g Whole Grain Frosted Blueberry, Single Pack	1oz.	120ct./1.69oz.
38000-12070	Pop-Tart® Made With 12g Whole Grain Frosted Fudge, Single Pack	1.25oz.	120ct./1.69oz.
38000-55133	Pop-Tarts® Made With 22g Whole Grain Frosted Strawberry, Twin Pack	2oz.	72ct./3.3oz.
38000-55125	Pop-Tarts® Made With 24g Whole Grain Frosted Cinnamon, Twin Pack	2.5oz.	72ct./3.3oz.
38000-17199	Pop-Tarts® Made With 22g Whole Grain Frosted Blueberry, Twin Pack	2oz.	72ct./3.3oz.
38000-12073	Pop-Tarts® Made With 24g Whole Grain Frosted Fudge, Twin Pack	2.5oz.	72ct./3.3oz.



THE PERFECT PARTNER FOR PERFECT PAIRINGS

See below for five ways to serve our renovated *Pop-Tarts®* Made With Whole Grain that **meet USDA SY27-28 guidelines² for calories, sodium, saturated fat, and < 10% of calories from added sugar.** Menus below reflect options for grades K-5, 6-8, and 9-12.

Example 1

K-5 **6-8** **9-12**

1 Cup Mixed Fresh Fruit 1 Cheese Stick Additional Pop-Tart® Made With Whole Grain

Example 2

K-5 **6-8** **9-12**

4oz. Juice Blend, 1/2 Cup Mixed Fruit 4oz. Plain Low-Fat Yogurt Additional 4oz. Plain Low-Fat Yogurt

Example 3

K-5 **6-8/9-12**

Fruit Smoothie 1 Hard-Boiled Egg

Example 4

K-5 **6-8/9-12**

1 Cup Pineapple Slices, 1/4 Cup Cottage Cheese 1 oz. Bagel with Cream Cheese and Jelly

Example 5

K-5 **6-8/9-12**

1 Cup Mixed Berries, 1 Scrambled Egg 1 MorningStar Farms® Breakfast Sausage Patty

NOTE: All 1 OEG products in our portfolio can be substituted in place of a 1ct. *Pop-Tart®* toaster pastry. Nutrition contribution may vary.



1. Papanikolaou Y and Fulgoni III VL. Certain grain foods can be meaningful contributors to nutrient density in the diets of U.S. children and adolescents: data from the National Health and Nutrition Examination Survey, 2009-2012. *Nutrients*. 2017;9(160).

2. USDA Child Nutrition Programs: Meal Patterns Consistent With the 2020-2025 Dietary Guidelines for Americans.