Fueling *Student Success*

GRAINS FOR *Greatness*

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.

What's On Our Plate

Our goal as your K-12 partner is to provide regulation-ready foods – without sacrificing taste, quality, or ease of menuing. We've established the following targets to best meet the USDA Final Rule added sugar and sodium provisions for SY2027-28*, as well as satisfying additional ingredient considerations:

- **≤ 290mg sodium per serving**
- **≤ 12g added sugar per serving**
- **100% free from artificial food dyes within the 2026-27 school year**

Staying Ahead of the Curve

- ***Pop-Tarts®* Made With Whole Grain 1 ct. packs and 1.55 oz. *Nutri-Grain®* bars now feature more whole grains and satisfy USDA added sugar guidelines***
- ***The Rice Krispies Treats®* Made With Whole Grain portfolio will be reformulated to be free from FD&C colors and help operators better meet added sugar guidelines* early in SY26-27**
- **Our entire *Pop-Tarts®* Made With Whole Grain portfolio is now free from synthetic colors**
- ***Stay tuned for more news on renovations to our grahams, bars, and vegetarian/plant-based protein portfolios!***

Student-Inspired, Regulation-Ready Innovations

We're also working on exciting new products that align with USDA SY27-28 guidelines.* Check out the last page to see what's launching soon! Add them to your bid now to get ahead on planning for next year.

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

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Menu Must-Haves for Every Grade

Explore our USDA Final Rule-ready product portfolio*, designed for easy K-12 compliance and student appeal. We're also planning ahead! The products shown in highlighted cells below are being renovated now, giving you more flexibility and confidence in your future menus.

🔴 *Will meet added sugar provision for SY27-28* 🟢 *Will meet sodium provision for SY27-28* 🔵 *No synthetic colors within SY26-27*

Item #	Distributor #	Product Description	Case	Oz. Eq. Grain (OEG) or M/MA*	Smart Snacks Compliant (SS/ Entree)	Added Sugar (g)	Sodium (mg)
28989-97152		*MorningStar Farms®* Veggie Breakfast Sausage Patties CN Labeled 🔵	About 111ct. / 1.34oz.	1 M/MA	–	0	260
28989-49938		*MorningStar Farms®* Spicy Black Bean Veggie Burgers CN Labeled 🟢	48ct. / 2.9oz.	2 M/MA	–	1	320
28989-10409		*MorningStar Farms®* Grillers Prime Veggie Burgers CN Labeled 🟢	48ct. / 2.5oz.	2 M/MA	–	0	320
28989-10230		*MorningStar Farms®* Italian Sausage Style Veggie Crumbles CN Labeled 🟢	2ct. / 5lb.	1/2 Cup = 1 M/MA	–	< 1	310
28989-97762		*MorningStar Farms®* Whole Grain Breaded Chik'n Nuggets CN Labeled	10lb.	4 Nuggets = 2 M/MA, 1 OEG	–	0	330
28989-10407		*MorningStar Farms®* Veggie Buffalo Wings CN Labeled	10lb.	5 Wings = 2 M/MA	–	2	290
38000-92313		*Eggo®* Minis Waffles Cinnamon	72ct. / 2.64oz.	2 OEG	Entree	8	210
38000-92315		*Eggo®* Minis Waffles Maple Flavored	72ct. / 2.64oz.	2 OEG	Entree	8	200
38000-80801		*Eggo®* Minis French Toast Chocolate Chip	72ct. / 3.03oz.	2 OEG	Entree	11	210
38000-80693		*Eggo®* Minis French Toast Original	72ct. / 3.03oz.	2 OEG	Entree	11	210
38000-92560		*Eggo®* Minis Pancakes Blueberry	72ct. / 3.03oz.	2 OEG	Entree	10	210
38000-92562		*Eggo®* Minis Pancakes Maple Flavored	72ct. / 3.03oz.	2 OEG	Entree	10	210
38000-18574		*Eggo®* Minis Pancakes Confetti	72ct. / 3.03oz.	2 OEG	Entree	10	210
38000-29443		*Eggo® Froot Loops®* Waffles Made with 17g Whole Grain	72ct. / 2.6oz.	2 OEG	Entree	5	210
38000-24698		*Eggo® Eggoji™* Waffles Made With 16g Whole Grain - Bulk	144ct. / 1.23oz.	2 Waffles = 2 OEG 1 Waffle = 1 OEG	Entree	5	190
24100-79263		*Cheez-It®* Crackers Made with 9g Whole Grain, Original	175ct. / 0.75oz.	1 OEG	SS	0	150
24100-10480		*Cheez-It®* Crackers Made with 12g Whole Grain, Original, Vend Size	60ct. / 1oz.	1.5 OEG	SS	0	200
24100-12431		*Cheez-It®* Crackers Made with 8g Whole Grain, Spicy Buffalo	175ct. / 0.75oz.	1 OEG	SS	0	150
30100-12695		*Kellogg's®* ChatSnax Vanilla Graham Snacks	210ct. / 1oz.	1 OEG	SS	8	105
30100-50689		*Kellogg's® Scooby-Doo!™* Baked Graham Cracker Snacks Cinnamon	210ct. / 1oz.	1 OEG	SS	8	100
30100-12956		*Kellogg's® Scooby-Doo!™* Baked Graham Cracker Snacks Chocolate	210ct. / 1oz.	1 OEG	SS	8	95
30100-55644		*Kellogg's® Bug Bites®* Cinnamon Grahams	210ct. / 1oz.	1 OEG	SS	8	100
30100-40213		*Kellogg's®* Tiger Bites Grahams Original	150ct. / 1oz.	1 OEG	SS	8	100
30100-91822		*Kellogg's®* Honey Grahams 3ct.	150ct. / 3ct.	1 OEG	SS	5	90
30100-91829		*Kellogg's®* Original Grahams 3ct.	150ct. / 3ct.	1 OEG	SS	4	100
38000-29476		*Eggo®* Original Graham Crackers 🔴	100ct. / 1.74oz.	2 OEG	Entree	13	170
38000-24520		*Eggo®* Cinnamon French Toast Graham Crackers 🔴	100ct. / 1.76oz.	2 OEG	Entree	13	170
38000-90819		*Nutri-Grain®* Breakfast Bar Blueberry for Schools	96ct. / 1.55oz.	1 OEG	SS	12	120
38000-59779		*Nutri-Grain®* Breakfast Bar Apple Cinnamon for Schools	96ct. / 1.55oz.	1 OEG	SS	12	115
38000-59772		*Nutri-Grain®* Breakfast Bar Strawberry for Schools	96ct. / 1.55oz.	1 OEG	SS	12	140
38000-35845		*Nutri-Grain®* Breakfast Bar Raspberry	48ct. / 1.3oz.	0.75 OEG	–	11	115
38000-35745		*Nutri-Grain®* Breakfast Bar Blueberry	48ct. / 1.3oz.	0.75 OEG	–	11	115
38000-35645		*Nutri-Grain®* Breakfast Bar Apple Cinnamon	48ct. / 1.3oz.	0.75 OEG	–	11	110
38000-35945		*Nutri-Grain®* Breakfast Bar Strawberry	48ct. / 1.3oz.	0.75 OEG	–	11	130
38000-11052		*Kellogg's® Rice Krispies Treats®* Bar Made with Whole Grain for Schools	80ct. / 1.41oz.	1 OEG	SS	11	140
38000-14567		*Kellogg's® Rice Krispies Treats®* Chocolatey Chip Bar Made With Whole Grain for Schools 🔴	80ct. / 1.59oz.	1 OEG	SS	12	160
38000-26452		*Kellogg's® Rice Krispies Treats®* Confetti Bar Made with Whole Grain for Schools 🔴🔵	80ct. / 1.48oz.	1 OEG	SS	12	115
38000-14540		*Kellogg's® Rice Krispies Treats®* Minis Made with Whole Grain for Schools	600ct. / 0.42oz.	0.25 OEG	SS	3	45
38000-55122		*Pop-Tarts®* Made With 12g Whole Grain Frosted Cinnamon, Single Pack 🔴	120ct. / 1.69oz.	1.25 OEG	SS	12	120
38000-55130		*Pop-Tarts®* Made With 11g Whole Grain Frosted Strawberry, Single Pack 🔴	120ct. / 1.69oz.	1 OEG	SS	12	115
38000-17196		*Pop-Tarts®* Made With 11g Whole Grain Frosted Blueberry, Single Pack 🔴🔵	120ct. / 1.69oz.	1 OEG	SS	12	115
38000-12070		*Pop-Tarts®* Made With 12g Whole Grain Frosted Fudge, Single Pack 🔴	120ct. / 1.69oz.	1.25 OEG	SS	12	120
38000-55125		*Pop-Tarts®* Made With 24g Whole Grain Frosted Cinnamon, Twin Pack	72ct. / 3.3oz.	2.5 OEG	Entree	25	240
38000-55133		*Pop-Tarts®* Made With 22g Whole Grain Frosted Strawberry, Twin Pack	72ct. / 3.3oz.	2 OEG	Entree	23	230
38000-17199		Pop-Tarts® Made With 22g Whole Grain Frosted Blueberry, Twin Pack 🔵	72ct. / 3.3oz.	2 OEG	Entree	23	230
38000-12073		*Pop-Tarts®* Made With 24g Whole Grain Frosted Fudge, Twin Pack	72ct. / 3.3oz.	2.5 OEG	Entree	24	240

*USDA Child Nutrition Programs: Meal Patterns Consistent With the 2020-2025 Dietary Guidelines for Americans. © 2026 Mars Snacking

Coming Soon to Your Serving Line

GRAINS FOR *Greatness*

Inspired by input from students and operators, we're creating fresh forms and fun flavors that meet both taste expectations and the nutritional requirements for SY2027-2028.[1]

Take a sneak peek at what's available for bid now for your SY2026-2027 menu!

Item #	Distributor #	Product Description	Case	Oz. Eq. Grain (OEG) or M/MA*	Smart Snacks Compliant (SS/ Entree)	Added Sugar (g)*	Added Sodium (mg)*
24100-12802		*Cheez-It®* Crackers Made With 13g Whole Grain, Original, Bulk Case	4ct. / 48oz.	29 Crackers (30g) = 1.5 OEG 20 Crackers (21g) = 1 OEG	–	Meets Target of ≤ 12g Sugar	Meets Target of ≤ 290mg Sodium
38000-33169		*Eggo® Froot Loops®* Waffles Made With 17g of Whole Grain, Bulk	144ct. / 1.23oz.	2 Waffles = 2 OEG 1 Waffle = 1 OEG	Entree		
28989-10641		*MorningStar Farms®* Veggie Whole Grain Breaded Original Chik'n Patty CN Labeled	About 104ct./3.01oz.	1 Patty = 2 M/MA, 1 OEG	–		
28989-10640		*MorningStar Farms®* Veggie Whole Grain Breaded Spicy Chik'n Patty CN Labeled	About 104ct./3.01oz.	1 Patty = 2 M/MA, 1 OEG	–		
38000-33245		*Pringles Mingles™* Made With 8g Whole Grain Puffed Snacks, BBQ Sauce & Chicken Nuggets	90ct. / 0.78oz.	1 OEG	SS		
38000-33256		*Pringles Mingles™* Made With 8g Whole Grain Puffed Snacks, Pepperoni & Cheese Pizza	90ct. / 0.78oz.	1 OEG	SS		
38000-33241		*Pringles Mingles™* Made With 8g Whole Grain Puffed Snacks, Chili & Lime	90ct. / 0.78oz.	1 OEG	SS		

For more information, contact your Mars Snacking Sales Representative or visit KellanovaAwayFromHome.com

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

*Nutritional Information is preliminary and subject to change. © 2026 Mars Snacking

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