

Notice to Parents/Administration

To: (Insert Parent's name)

Subject: Pop Tarts® Made with Whole Grain for Schools

Date: (Insert Date)

As you may know, under the *Healthy, Hunger-Free Kids Act*, school meal and snack options must follow the regulations established for the *USDA National School Lunch Program and School Breakfast Program*. In addition to daily meal pattern requirements and limits for calories, saturated fat, and sodium, these regulations ensure that at least 80% of grains sold as part of school breakfast and lunch meet USDA Whole Grain-Rich requirements.

For all other foods sold to students on campus during the school day (also called *Smart Snacks*), items must:

- Contain no more than 200 calories and 200 mg of sodium per item.
- Contain no more than 35% of calories from total fat, less than 10% of calories from saturated fat, and no more than 35% total sugar by weight.
- Have whole grains as the first ingredient (or contain 50% or more whole grains by weight)
- OR have as the first ingredient fruits, vegetables, dairy or protein foods.

Some parents have expressed concerns that our Pop Tarts® Made with Whole Grain do not meet these rigorous guidelines or that they are the same Pop Tarts® sold in retail. We can assure you that not only do these foods meet the nutrition standards for school meals and Smart Snacks, but they also provide a good source of fiber and 7 important vitamins and minerals including calcium and iron to help students get closer to meeting their nutrition needs. The chart below compares the nutritional differences of our foods sold in schools to the versions found in retail:

	USDA School Breakfast, Lunch Program, and Smart Snacks Compliant	Whole grain 1st ingredient	Grams of whole grain per pastry	Grams of fiber per pastry	Grams of total sugar per pastry	Good source of vitamins and minerals per pastry
Current School Version: Frosted Cinnamon Pop-Tarts® Made with Whole Grain	Y	Y	11	3	15	7
Reformulated School Version (Coming Spring 2026): Frosted Cinnamon Pop-Tarts® Made with Whole Grain	Y	Y	12	3	13	7
Retail Version: Frosted Brown Sugar Cinnamon Pop-Tarts®	N	N	0	<1	15	-
Current School Version: Frosted Strawberry Pop-Tarts® Made with Whole Grain	Y	Y	10	3	14	7
Reformulated School Version (Coming Spring 2026): Frosted Strawberry Pop-Tarts® Made with Whole Grain	Y	Y	11	3	12	7
Retail Version: Frosted Strawberry Pop-Tarts®	N	N	0	<1	15	-
Current School Version: Frosted Blueberry Pop-Tarts® Made with Whole Grain	Y	Y	10	3	14	7
Reformulated School Version (Coming Spring 2026): Frosted Blueberry Pop-Tarts® Made with Whole Grain	Y	Y	11	3	12	7
Retail Version: Frosted Blueberry Pop-Tarts®	N	N	0	<1	15	-
Current School Version: Frosted Fudge Pop-Tarts® Made with Whole Grain	Y	Y	11	3	15	7
Reformulated School Version (Coming Spring 2026): Frosted Fudge Pop-Tarts® Made with Whole Grain	Y	Y	12	3	12	7
Retail Version: Frosted Chocolate Fudge Pop-Tarts®	N	N	0	<1	18	-

We hope this comparison provides the clarification you need to have confidence that Kellanova foods made for schools are a nutritious choice for your child. Product information can change at any time. Always refer to product package for current nutrition and ingredient information. For more information about our school products, please visit www.kellanovawayfromhome.com.

Sincerely,

Barry A. Brothers, MS RDN

Senior Wellbeing and Regulatory Lead

Kellanova