

A+ Nutrition to Fuel Student Success



Kellanova proudly makes nourishing foods formulated specifically for schools, with grain-rich portfolios that meet current USDA standards. As your proactive partner in K-12 student nutrition, we're constantly evolving to stay on top of the latest in science and regulations – and are happy to report that we're on track to deliver a portfolio of choices that helps future-proof your operation against changing guidelines.

Staying Ahead of the Curve

We have developed internal standards enabling all grade levels to enjoy our foods every day of the week. 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

Although the vast majority of our K-12 portfolio already meets these standards, part of our ongoing commitment to the K-12 segment includes actively renovating and innovating products to help operators meet the next generation of regulations – without sacrificing taste, quality, or ease of menuing.

What's on Our Plate

- *Nutri-Grain*® 1.55 oz. bars were reformulated two years ahead of USDA's added sugar rule and are available NOW, with even more whole grains!
- Sodium levels in several of our *MorningStar Farms*® CN Label items will be reduced to meet ≤ 290mg across the portfolio by SY27-28
- Select bars and grahams are being renovated to meet ≤ 12g added sugar per serving, helping menu within added sugar limits based on a weekly average of <10% of calories/meal for SY27-28
- *Pop-Tarts*®, *Rice Krispies Treats*®, and *MorningStar Farms*® portfolios will feature only colors from natural sources, to match the rest of our K-12 offerings within SY26-27

Student-Inspired, Regulation-Ready Innovations

We're also working on exciting new products that align with USDA SY27-28 guidelines – launching soon! Add them to your bid now to get ahead on planning for next year.



Menu Must-Flaves That Make the 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 USDA added sugar and sodium guidelines for SY27-28 ● Removing synthetic colors within SY26-27

Item #	Distributor #	Product Description	Case	Ounce Equivalent Grain or M/MA	Smart Snack Compliant (SS/ Entree)	Added Sugar (g)	Sodium (mg)
38000-55122		Pop-Tarts® Made With 11g Whole Grain Frosted Cinnamon, Single Pack ●	120ct. / 1.69oz.	1.25oz. Grain	SS	15	120
38000-55130		Pop-Tarts® Made With 10g Whole Grain Frosted Strawberry, Single Pack ●	120ct. / 1.69oz.	1oz. Grain	SS	14	115
38000-17196		Pop-Tarts® Made With 10g Whole Grain Frosted Blueberry, Single Pack ● ●	120ct. / 1.69oz.	1oz. Grain	SS	14	115
38000-12070		Pop-Tarts® Made With 11g Whole Grain Frosted Fudge, Single Pack ●	120ct. / 1.69oz.	1.25oz. Grain	SS	14	120
38000-55125		Pop-Tarts® Made With 23g Whole Grain Frosted Cinnamon, Twin Pack	72ct. / 3.3oz.	2.5oz. Grain	Entree	30	240
38000-55133		Pop-Tarts® Made With 21g Whole Grain Frosted Strawberry, Twin Pack	72ct. / 3.3oz.	2oz. Grain	Entree	28	230
38000-17199		Pop-Tarts® Made With 21g Whole Grain Frosted Blueberry, Twin Pack ●	72ct. / 3.3oz.	2oz. Grain	Entree	28	230
38000-12073		Pop-Tarts® Made With 23g Whole Grain Frosted Fudge, Twin Pack	72ct. / 3.3oz.	2.5oz. Grain	Entree	29	240
38000-90819		Nutri-Grain® Breakfast Bar Blueberry for Schools	96ct. / 1.55oz.	1oz. Grain	SS	12	120
38000-59779		Nutri-Grain® Breakfast Bar Apple Cinnamon for Schools	96ct. / 1.55oz.	1oz. Grain	SS	12	115
38000-59772		Nutri-Grain® Breakfast Bar Strawberry for Schools	96ct. / 1.55oz.	1oz. Grain	SS	12	140
38000-35845		Nutri-Grain® Breakfast Bar Raspberry	48ct. / 1.3oz.	0.75oz. Grain	-	11	115
38000-35745		Nutri-Grain® Breakfast Bar Blueberry	48ct. / 1.3oz.	0.75oz. Grain	-	11	115
38000-35645		Nutri-Grain® Breakfast Bar Apple Cinnamon	48ct. / 1.3oz.	0.75oz. Grain	-	11	110
38000-35945		Nutri-Grain® Breakfast Bar Strawberry	48ct. / 1.3oz.	0.75oz. Grain	-	11	130
30100-12695		Kellogg's® ChatSnax Vanilla Crunch Grahams	210ct. / 1oz.	1oz. Grain	SS	8	105
30100-50689		Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Cinnamon	210ct. / 1oz.	1oz. Grain	SS	8	100
30100-12956		Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Chocolate	210ct. / 1oz.	1oz. Grain	SS	8	95
30100-55644		Kellogg's® Bug Bites® Cinnamon Grahams	210ct. / 1oz.	1oz. Grain	SS	8	100
30100-40213		Kellogg's® Tiger Bites Grahams Original	150ct. / 1oz.	1oz. Grain	SS	8	100
30100-91822		Kellogg's® Honey Grahams 3ct.	150ct. / 3ct.	1oz. Grain	SS	5	90
30100-91829		Kellogg's® Original Grahams 3ct.	150ct. / 3ct.	1oz. Grain	SS	4	100
38000-29476		Eggo® Original Waffle Graham Crackers ●	100ct. / 1.74oz.	2oz. Grain	Entree	13	170
38000-24520		Eggo® Cinnamon French Toast Graham Crackers ●	100ct. / 1.76oz.	2oz. Grain	Entree	13	170
24100-79263		Cheez-It® Crackers Made with 9g Whole Grain, Original	175ct. / 0.75oz.	1oz. Grain	SS	0	150
24100-10480		Cheez-It® Crackers Made with 12g Whole Grain, Original, Vend Size	60ct. / 1oz.	1.5oz. Grain	SS	0	200
24100-12431		Cheez-It® Crackers Made with 8g Whole Grain, Spicy Buffalo	175ct. / 0.75oz.	1oz. Grain	SS	0	150
38000-11052		Kellogg's® Rice Krispies Treats® Bar Made with Whole Grain for Schools	80ct. / 1.41oz.	1oz. Grain	SS	11	140
38000-14567		Kellogg's® Rice Krispies Treats® Chocolatey Chip Bar Made With Whole Grain for Schools ●	80ct. / 1.59oz.	1oz. Grain	SS	14	150
38000-26452		Kellogg's® Rice Krispies Treats® Confetti Bar Made with Whole Grain for Schools ● ●	80ct. / 1.48oz.	1oz. Grain	SS	13	115
38000-14540		Kellogg's® Rice Krispies Treats® Minis Made with Whole Grain for Schools	600ct. / 0.42oz.	0.25oz. Grain	SS	3	45
38000-92313		Eggo® Minis Waffles Cinnamon	72ct. / 2.64oz.	2oz. Grain	Entree	8	210
38000-92315		Eggo® Minis Waffles Maple Flavored	72ct. / 2.64oz.	2oz. Grain	Entree	8	200
38000-80801		Eggo® Minis French Toast Chocolate Chip	72ct. / 3.03oz.	2oz. Grain	Entree	11	210
38000-80693		Eggo® Minis French Toast Original	72ct. / 3.03oz.	2oz. Grain	Entree	11	210
38000-92560		Eggo® Minis Pancakes Blueberry	72ct. / 3.03oz.	2oz. Grain	Entree	10	210
38000-92562		Eggo® Minis Pancakes Maple Flavored	72ct. / 3.03oz.	2oz. Grain	Entree	10	210
38000-18574		Eggo® Minis Pancakes Confetti	72ct. / 3.03oz.	2oz. Grain	Entree	10	210
38000-29443		Eggo® Froot Loops® Waffles Made with 17g Whole Grain	72ct. / 2.6oz.	2oz. Grain	Entree	5	210
38000-24698		Eggo® Eggoji™ Waffles Made With 16g Whole Grain	144ct. / 1.23oz.	2 Waffles = 2oz. Grain 1 Waffle = 1oz. Grain	Entree	5	210
28989-97152		MorningStar Farms® Original Veggie Sausage Patties CN Labeled ●	About 111ct. / 1.34oz.	1oz. M/MA	-	0	270
28989-49938		MorningStar Farms® Spicy Black Bean Veggie Burgers CN Labeled ●	48ct. / 2.9oz.	2oz. M/MA	-	1	320
28989-10409		MorningStar Farms® Grillers Prime Veggie Burgers CN Labeled ●	48ct. / 2.5oz.	2oz. M/MA	-	0	320
28989-10230		MorningStar Farms® Italian Sausage Style Veggie Crumbles CN Labeled ●	2ct. / 5lb.	1/2 Cup = 1oz. M/MA	-	< 1	310
28989-97762		MorningStar Farms® Whole Grain Breaded Chik'n Nuggets CN Labeled	10lb.	4 Nuggets = 2oz. M/MA 1oz. Grain	-	0	330
28989-10407		MorningStar Farms® Veggie Buffalo Wings CN Labeled	10lb.	5 Wings = 2oz. M/MA	-	2	290

Coming Soon to Your Serving Line

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.



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



Item #	Distributor #	Product Description	Case	Ounce Equivalent Grain or M/MA*	Smart Snack Compliant (SS/ Entree)	Added Sugar (g)*	Added Sodium (mg)*
24100-12799		Cheez-It® Crackers Made With 8g Whole Grain, Cheese Pizza	175ct. / 0.75oz.	1oz. Grain	SS		
24100-12802		Cheez-It® Crackers Made With 13g Whole Grain, Original, Bulk Case	4ct. / 48oz.	29 Crackers (30g) = 1.5oz. Grain 20 Crackers (21g) = 1oz. Grain	Entree		
38000-33169		Eggo® Froot Loops® Waffles Made With 17g of Whole Grain, Bulk	12 / 12ct.	2 Waffles = 2oz. Grain 1 Waffle = 1oz. Grain	Entree		
28989-10641		MorningStar Farms® Veggie Whole Grain Breaded Original Chik'n Patty CN Labeled	2.5lb.	1 Patty = 2oz. M/MA, 1oz. Grain	-	Meets Target of ≤ 12g Sugar	Meets Target of ≤ 290mg Sodium
28989-10640		MorningStar Farms® Veggie Whole Grain Breaded Spicy Chik'n Patty CN Labeled	2.5lb.	1 Patty = 2oz. M/MA, 1oz. Grain	-		
38000-33245		Pringles® Mingles™ Made With 8g Whole Grain Puffed Snacks, BBQ Sauce & Chicken Nuggets	90ct. / 0.74oz.	1oz. Grain	SS		
38000-33256		Pringles® Mingles™ Made With 8g Whole Grain Puffed Snacks, Pepperoni & Cheese Pizza	90ct. / 0.74oz.	1oz. Grain	SS		
38000-33241		Pringles® Mingles™ Made With 8g Whole Grain Puffed Snacks, Zesty Lime & Chili	90ct. / 0.74oz.	1oz. Grain	SS		

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

*Nutritional information is preliminary and subject to change. ©2026 Kellanova

