



Kellanova
Away From Home

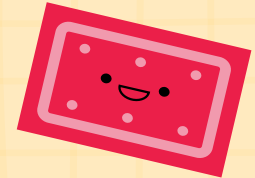


Wholesome Rewards

Bars & Toaster Pastries REBATE



January 1 – June 30, 2026



Drive student participation and fuel foodservice success with Kellanova's nutritious, delicious toaster pastries and bars! Perfect for tray line, convenient a la carte snacking, and on-the-go feeding, they're a hit with kids... plus, you can earn rewards! Purchase eligible *Pop-Tarts*®, *Rice Krispies Treats*®, and *Nutri-Grain*® bars made with whole grain to boost your rebate package. **You could earn up to \$1,000!**




TIER ONE
Purchase 50 Incremental Cases
Earn \$100 in Rewards!



TIER TWO
Purchase 100 Incremental Cases
Earn \$200 in Rewards!



TIER THREE
Purchase 250 Incremental Cases
Earn \$500 in Rewards!



TIER FOUR
Purchase 500 Incremental Cases
Earn \$1,000 in Rewards!

Check one of the rewards below

- \$100 Rebate Check
- \$100 in Gift Cards*

*Denomination(s) Preferred (min. \$25):

Check one of the rewards below

- \$200 Rebate Check
- \$200 in Gift Cards*

*Denomination(s) Preferred (min. \$25):

Check one of the rewards below

- \$500 Rebate Check
- \$500 in Gift Cards*

*Denomination(s) Preferred (min. \$25):

Check one of the rewards below

- \$1,000 Rebate Check
- \$1,000 in Gift Cards*

*Denomination(s) Preferred (min. \$25):

How to Participate

- Purchase incremental cases of qualifying products – see reverse side for list.
- Complete this form with the assistance of your Kellanova® Away From Home Sales Representative, including choosing your reward type. Submit completed rebate form and proof(s) of purchases for full cases of qualifying product. Email to KelloggK12@kellanova.com with subject line Wholesome Rewards Rebate, or mail to: Kellanova® Food Away From Home, c/o Wholesome Rewards Rebate, 263 Shuman Boulevard #500, Naperville, IL 60563.
- Email submissions must be completed by 7/31/2026; mail-in submissions must be postmarked by 7/31/2026 and received by 8/7/2026.

Kellanova® Wholesome Rewards Rebate Form

School/School District*: _____ **School/District Enrollment*:** _____

Contact Name: _____ **Contact Signature:** _____

By signing this document, I represent that all information provided is true and accurate.

Street Address: _____ **City/State/Zip:** _____

Daytime Phone: _____ **Email:** _____

Distributor: _____ **Distributor Sales Rep:** _____

Kellanova® Sales Rep: _____ **Rebate Check Payable To:** _____

**If participating at the District level, please indicate the names of the individual schools that participated in the purchase of incremental cases below, or list and attach on separate sheet. If rebate check/incentive recipient is different from the contact name and address provided above, please enter the appropriate contact information here, including name, address, telephone number and email address.*

Case Code	Distributor #	Product Description	Case	# of Incremental Cases Purchased
38000-59772		Nutri-Grain® Breakfast Bar Strawberry for Schools	96ct./1.55oz.	
38000-90819		Nutri-Grain® Breakfast Bar Blueberry for Schools	96ct./1.55oz.	
38000-59779		Nutri-Grain® Breakfast Bar Apple Cinnamon for Schools	96ct./1.55oz.	
38000-35845		Nutri-Grain® Breakfast Bar Raspberry	48ct./1.3oz.	
38000-35945		Nutri-Grain® Breakfast Bar Strawberry	48ct./1.3oz.	
38000-35745		Nutri-Grain® Breakfast Bar Blueberry	48ct./1.3oz.	
38000-35645		Nutri-Grain® Breakfast Bar Apple Cinnamon	48ct./1.3oz.	
38000-05872		Nutri-Grain® Breakfast Bar Display Assortment: (16 each) Apple Cinnamon, Blueberry, Strawberry	48ct./1.3oz.	
38000-55122		Pop-Tart® Made With 11g Whole Grain Frosted Cinnamon, Single Pack	120ct./1.69oz.	
38000-55130		Pop-Tart® Made With 10g Whole Grain Frosted Strawberry, Single Pack	120ct./1.69oz.	
38000-17196		Pop-Tart® Made With 10g Whole Grain Frosted Blueberry, Single Pack	120ct./1.69oz.	
38000-12070		Pop-Tart® Made With 11g Whole Grain Frosted Fudge, Single Pack	120ct./1.69oz.	
38000-55125		Pop-Tarts® Made With 23g Whole Grain Frosted Cinnamon, Twin Pack	72ct./3.3oz.	
38000-55133		Pop-Tarts® Made With 21g Whole Grain Frosted Strawberry, Twin Pack	72ct./3.3oz.	
38000-17199		Pop-Tarts® Made With 21g Whole Grain Frosted Blueberry, Twin Pack	72ct./3.3oz.	
38000-12073		Pop-Tarts® Made With 23g Whole Grain Frosted Fudge, Twin Pack	72ct./3.3oz.	
38000-11052		Kellogg's® Rice Krispies Treats® Bar Made With Whole Grain for Schools	80ct./1.41oz.	
38000-14567		Kellogg's® Rice Krispies Treats® Chocolatey Chip Bar Made With Whole Grain for Schools	80ct./1.59oz.	
38000-26452		Kellogg's® Rice Krispies Treats® Confetti Bar Made With Whole Grain for Schools	80ct./1.48oz.	
38000-14540		Kellogg's® Rice Krispies Treats® Minis Made With Whole Grain for Schools	600ct./0.42oz.	

TOTAL INCREMENTAL CASES PURCHASED:

Official Terms & Conditions

K-12 SCHOOL NUTRITION OPERATORS: Beginning on 1/1/26 through 6/30/26 ("Promotion Period"):
1. K-12 School Nutrition Operators must purchase a minimum number of incremental cases of Qualifying Products (as defined in the rebate / reward details of the Customer Rebate Form) during the Promotion Period ("Qualifying Purchase") in order to meet the purchase requirement for one (1) of the below listed Qualifying Purchase Levels and qualify for a rebate / reward. Customer Rebate Form may be obtained from your designated Kellanova® Sales Representative. Any exceptions to the Qualifying Products and purchase requirement may be allowable only with the expressed written consent of the Kellanova® Away From Home Sales Representative.
 Qualifying Level 1: Minimum Qualifying Purchase 50 incremental cases
 Qualifying Level 2: Minimum Qualifying Purchase 100 incremental cases
 Qualifying Level 3: Minimum Qualifying Purchase 250 incremental cases
 Qualifying Level 4: Minimum Qualifying Purchase 500 incremental cases
2. Confirm your Qualifying Purchase of the Qualifying Products during the Promotion Period with your Kellanova® Sales Representative.
3. Receive a rebate/reward based on the Qualifying Level associated with your Qualifying Purchase as follows:
 Qualifying Level 1: Rebate / Reward of \$100 rebate check OR four (4) \$25 gift cards
 Qualifying Level 2: Rebate / Reward of \$200 rebate check OR eight (8) \$25 gift cards
 Qualifying Level 3: Rebate / Reward of \$500 rebate check OR twenty (20) \$25 gift cards.
 Qualifying Level 4: Rebate / Reward of \$1,000 rebate check OR forty (40) \$25 gift cards.
 Note: Bank-issued, pre-loaded gift cards will be issued; either electronic gift cards or physical gift cards, and will be available in \$25 increments. Gift card format and increments to be issued will be at the preference of the qualifying School Nutrition Operator.
4. Rebate checks to be provided to the School Nutrition Operator's account on behalf of the qualifying School Nutrition Operator. Rebate checks and rewards will ship directly from Sponsor's fulfillment provider to the qualifying School Nutrition Operator's account for the value of the rebate / reward. Gift cards are subject to the terms and conditions associated with their use. Maximum amount of rebate / reward that can be earned during the Promotion Period is \$1,000 per eligible School Nutrition Operator account. Any exceptions to the maximum amount of rebate that can be earned during the Promotion Period may be allowable only with the expressed written consent of the Kellanova® Away From Home Sales Representative.
5. To receive your rebate / reward, complete the Customer Rebate Form with the assistance of your Kellanova® Away From Home Sales Representative, as instructed on the form, and submit it via email or via mail, along with the invoice(s) showing proof of Qualifying Purchase. To submit via email, email both the completed Customer Rebate Form and proof of Qualifying Purchase to: KelloggK12@kellanova.com. Invoices must include both the operator and the distributor's name and address. Qualifying Products must

be clearly indicated on the proof of Qualifying Purchase and must be identified by circling or highlighting. Proof of Qualifying Purchase must be provided with your submission or your submission will be returned. Handwritten invoices will not be accepted. Customer information must be included in full. Alternatively, you may complete the Customer Rebate Form with the assistance of your Kellanova® Away From Home Sales Representative, as instructed, and then mail it in along with proof of Qualifying Purchase in an envelope with sufficient postage affixed to: **Kellanova® Food Away From Home, c/o Wholesome Rewards Rebate - Bid Kellogg's**, 263 Shuman Boulevard #500, Naperville, IL 60563. Email submissions must be completed by 7/31/26; and mail-in submissions must be postmarked by 7/31/26 and received by 8/7/26. Operator information must be included in full. Rebate payments / rewards will be sent to qualifying School Nutrition Operators once validation of Qualifying Purchase has been completed. Please allow 4 – 6 weeks after verification of Qualifying Purchase rebate / reward processing and delivery.
6. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail/submissions. No altered or forged submissions will be accepted. All submissions become the property of Sponsor and will not be returned. Sponsor is not responsible for any change of mailing address and/or phone number of participants. Sponsor reserves the right to audit submissions.
7. Limit one (1) rebate submission per eligible K-12 School Nutrition Operator. Offer must be submitted individually by School Nutrition Operators. No bulk submissions or third-party submissions will be accepted. Offer valid for K-12 School Nutrition customers only.
8. Purchases must be in full cases; partial cases will not be accepted. This offer cannot be used in conjunction with any other Kellanova® Away From Home promotion on the Qualifying Products, bid pricing or customers with contract pricing, unless School Nutrition Operator receives expressed written consent from the Kellanova® Away From Home Sales Representative.
 Customer Rebate Forms must be fully completed in order to be eligible. Stated promotional allowances are for Qualifying Products purchased during the Promotion Period. No promotional allowances will be honored without proper documentation (i.e. distributor invoices). Handwritten invoices will not be accepted. Customer information must be included in full. Offer good only on Qualifying Purchase as stated above. Availability of some products may vary by location. Offer open only to K-12 School Nutrition Operators located in the fifty (50) United States and District of Columbia who are in good standing with Sponsor during the Promotion Period and at the time of receiving any rebate; and purchasing from their designated Kellanova® Away From Home Foodservice Sales Representative. Participation excludes any affiliation with Chartwells School Dining Service, Sodexo and/or Aramark. Sponsor reserves the right to discontinue the promotion at any time. All other offer segments do not qualify. No bulk submissions or third-party submissions will be accepted. Limit one (1) submission per eligible K-12 School Nutrition Operator. This rebate cannot be reproduced. Offer is void where prohibited. Sponsor: Kellanova, One Kellogg Square, Battle Creek, MI 49016.