

Kellanova
Away From Home

CRUNCHY FAVES KIDS CRAVE Crackers & Grahams REBATE

Aug. 1st - Dec. 31st, 2025



NEW
for
SY25-26!

Drive student participation and fuel foodservice success with Kellanova's fun, flexible, and flavor-packed product portfolios! Our crispy crackers and grahams made with whole grain are perfect at breakfast, lunch, a la carte snacks, or as a tasty foundation for delicious dishes... plus, you can earn rewards!

Purchase eligible Kellanova grahams and Cheez-It® crackers made with whole grain to boost your rebate package. **You could earn up to \$1,000 or a trip to ANC 2026 in Charlotte, North Carolina!**

TIER ONE

Purchase 125
Incremental Cases

Earn \$250 in Rewards!

TIER TWO

Purchase 250
Incremental Cases

Earn \$500 in Rewards!

TIER THREE

Purchase 500
Incremental Cases

Earn \$1,000 in Rewards!

EARN

Check one of the rewards below

- ☐ \$250 Rebate Check
- ☐ \$250 in Gift Cards*

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

EARN

Check one of the rewards below

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

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

EARN

Check one of the rewards below

- ☐ \$1,000 Rebate Check
- ☐ \$1,000 in Gift Cards*
- ☐ ANC 2026 Show Registration

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

How to Participate

1. Purchase incremental cases of qualifying products – see reverse side for list.
2. 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 Crunchy Faves Kids Crave Rebate, or mail to: Kellanova® Food Away From Home, c/o Crunchy Faves Kids Crave Rebate, 263 Shuman Boulevard #500, Naperville, IL 60563.
3. Email submissions must be completed by 1/31/2026; mail-in submissions must be postmarked by 1/31/2026 and received by 2/7/2026.

Kellanova® Crunchy Faves Kids Crave 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.*

Item #	Distributor #	Qualifying Products	Case	# of Incremental Cases Purchased
30100-12695		Kellogg's® Chat Snax Vanilla Crunch Graham Snacks	210ct./1oz.	
30100-40213		Kellogg's® Tiger Bites Grahams Original	150ct./1oz.	
30100-50689		Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Cinnamon	210ct./1oz.	
30100-12956		NEW FOR SY25-26! Kellogg's® Scooby-Doo!™ Baked Graham Cracker Snacks Chocolate	210ct./1oz.	
30100-55644		Kellogg's® Bug Bites® Cinnamon Graham Crackers	210ct./1oz.	
30100-91822		Kellogg's® Honey Grahams	150ct./3ct.	
30100-91829		Kellogg's® Original Grahams	150ct./3ct.	
38000-29476		Eggo® Original Waffle Graham Crackers	100ct./1.74oz.	
38000-24520		Eggo® Cinnamon French Toast Graham Crackers	100ct./1.76oz.	
24100-79263		Cheez-It® Crackers Made With 9g Whole Grain for Schools, Original	175ct./0.75oz.	
24100-10480		Cheez-It® Crackers Made With 12g Whole Grain for Schools, Original, Vend Size	60ct./1oz.	
24100-12431		NEW FOR SY25-26! Cheez-It® Crackers Made With 8g Whole Grain for Schools, Spicy Buffalo	175ct./0.75oz.	
Total Incremental Cases Purchased:				

Official Terms & Conditions

K-12 FOODSERVICE OPERATORS: Beginning on 8/1/25 through 12/31/25 ("Promotion Period"):

1. K-12 Foodservice 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 125 incremental cases

Qualifying Level 2: Minimum Qualifying Purchase 250 incremental cases

Qualifying Level 3: 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. Operator will receive their choice of a rebate or reward based on the Qualifying Level associated with your Qualifying Purchase as follows:

Qualifying Level 1: Rebate / Reward of \$250 rebate check OR \$250 in gift cards

Qualifying Level 2: Rebate / Reward of \$500 rebate check OR \$500 in gift cards

Qualifying Level 3: Rebate / Reward of \$1,000 rebate check OR registration to ANC2026* (Charlotte, NC/7/12/26-7/14/26) OR \$1,000 in gift cards
Note: Gift cards issued will be Visa® gift cards; 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 Foodservice Operator.

4. Rebate checks to be provided to the Foodservice Operator's account on behalf of the qualifying Foodservice Operator. Rebate checks and rewards will ship directly from Sponsor's fulfillment provider to the qualifying Foodservice Operator's account for the value of the rebate / reward. Rebate checks and rewards will ship directly from Sponsor's fulfillment provider to the qualifying Foodservice Operator's account for the value of the rebate / reward. Gift cards are subject to the terms and conditions associated with their use. *Qualifying Foodservice Operators that choose this reward option will self-register for the 2026 ANC conference and opt for payment by Purchase Order; **Kellanova®** will pay the invoice on the Purchase Order. Maximum amount of rebate / reward that can be earned during the Promotion Period is \$1,000 per eligible foodservice 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 Crunchy Faves Kids Crave Rebate - Bid Kellogg's**, 263 Shuman Boulevard #500, Naperville, IL 60563. Email submissions must be completed by 1/31/26; and mail-in submissions must be postmarked by 1/31/26 and received by 2/7/26. Operator information must be included in full. Rebate payments / rewards will be sent to qualifying foodservice 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 Foodservice Operator. Offer must be submitted individually by K-12 Foodservice Operators. No bulk submissions or third-party submissions will be accepted. Offer valid for K-12 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 Foodservice 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 Foodservice 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. 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 Foodservice Operator. This rebate cannot be reproduced. Offer is void where prohibited. Sponsor: Kellanova, One Kellogg Square, Battle Creek, MI 49016.

©2025 Kellanova ©1996 – 2025 Visa. All rights reserved. Visa is not a sponsor or co-sponsor of this promotion. Any questions should be directed to Sponsor and not to Visa.