

Kellanova
Away From Home

Great Gains with Whole Grains Rebate

August 1st - December 31st, 2024



Purchase eligible *Pop-Tarts*® Toaster Pastries, *Nutri-Grain*® Bars and *Kellogg's*® *Rice Krispies Treats*® Bars made with whole grain to boost your rebate package. You could earn a trip to ANC 2025 in San Antonio, Texas!



TIER ONE
Purchase 125
Incremental Cases

Earn \$250 in Rewards!

EARN

Check one of the rewards below

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



TIER TWO
Purchase 250
Incremental Cases

Earn \$500 in Rewards!

EARN

Check one of the rewards below

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



TIER THREE
Purchase 500
Incremental Cases

Earn \$1,000 in Rewards!

EARN

Check one of the rewards below

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

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.
3. Submit completed rebate form and proof(s) of purchases for full cases of qualifying product.
Email to KelloggK12@kellanova.com with subject line Great Gains With Whole Grains Rebate, or mail to:
Kellanova® Food Away From Home, c/o Great Gains With Whole Grains Rebate, 263 Shuman Boulevard
#500, Naperville, IL 60563.
4. Email submissions must be completed by 1/31/2025; mail-in submissions must be postmarked by 1/31/2025 and received by 2/7/2025.

Kellanova® Great Gains with Whole Grains Rebate Form

School/School District*: _____

School/District Enrollment*: _____

Contact Name: _____

Contact Signature: _____

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 #	Qualifying Products	Case	# of Incremental Cases Purchased
38000-59772		Nutri-Grain® Soft Baked Breakfast Bar Strawberry for Schools (1oz. Grain Equiv.)	96ct./1.55oz.	
38000-59779		Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon for Schools (1oz. Grain Equiv.)	96ct./1.55oz.	
38000-90819		Nutri-Grain® Soft Baked Breakfast Bar Blueberry for Schools (1oz. Grain Equiv.)	96ct./1.55oz.	
38000-35945		Nutri-Grain® Soft Baked Breakfast Bar Strawberry (0.75oz. Grain Equiv.)	48ct./1.3oz.	
38000-35645		Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon (0.75oz. Grain Equiv.)	48ct./1.3oz.	
38000-35745		Nutri-Grain® Soft Baked Breakfast Bar Blueberry (0.75oz. Grain Equiv.)	48ct./1.3oz.	
38000-35845		Nutri-Grain® Soft Baked Breakfast Bar Raspberry (0.75oz. Grain Equiv.)	48ct./1.3oz.	
38000-05872		Nutri-Grain® Soft Baked Breakfast Bar Assortment: 16 ea. Strawberry, Blueberry and Apple Cinnamon (0.75oz. Grain Equiv.)	48ct./1.3oz.	
38000-11052		Kellogg's® Rice Krispies Treats® Bar Made With Whole Grain For Schools (1oz. Grain Equiv.)	80ct./1.41oz.	
38000-14567		Kellogg's® Rice Krispies Treats® Chocolatey Chip Bar Made With Whole Grain For Schools (1oz. Grain Equiv.)	80ct./1.59oz.	
38000-26452		Kellogg's® Rice Krispies Treats® Confetti Bar Made With Whole Grain For Schools (1oz. Grain Equiv.)	80ct./1.48oz.	
38000-14540		Kellogg's® Rice Krispies Treats® Minis Made With Whole Grain For Schools (0.25oz. Grain Equiv.)	600ct./0.42oz.	
38000-12070		Pop-Tarts® Made With 11g Whole Grain Frosted Fudge, Single Pack (1.25oz. Grain Equiv.)	120ct./1.69oz.	
38000-17196		Pop-Tarts® Made With 10g Whole Grain Frosted Blueberry, Single Pack (1oz. Grain Equiv.)	120ct./1.69oz.	
38000-55122		Pop-Tarts® Made With 11g Whole Grain Frosted Cinnamon, Single Pack (1.25oz. Grain Equiv.)	120ct./1.69oz.	
38000-55130		Pop-Tarts® Made With 10g Whole Grain Frosted Strawberry, Single Pack (1oz. Grain Equiv.)	120ct./1.69oz.	
38000-12073		Pop-Tarts® Made With 23g Whole Grain Frosted Fudge, Twin Pack (2.5oz. Grain Equiv.)	72ct./3.3oz.	
38000-17199		Pop-Tarts® Made With 21g Whole Grain Frosted Blueberry, Twin Pack (2oz. Grain Equiv.)	72ct./3.3oz.	
38000-55125		Pop-Tarts® Made With 23g Whole Grain Frosted Cinnamon, Twin Pack (2.5oz. Grain Equiv.)	72ct./3.3oz.	
38000-55133		Pop-Tarts® Made With 21g Whole Grain Frosted Strawberry, Twin Pack (2oz. Grain Equiv.)	72ct./3.3oz.	

Total Incremental Cases Purchased:

Official Terms & Conditions
K-12 FOODSERVICE OPERATORS: Beginning on 8/1/24 through 12/31/24 ("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. Receive a rebate / reward (operator to select their choice of 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 ANC 2025* (San Antonio, TX 7/13/25 – 7/15/25) OR \$1,000 in gift cards
Note: Gift cards can be physical or electronic gift cards, as selected by 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. 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 2025 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 Great Gains with Whole Grains Rebate, 263 Shuman Boulevard #500, Naperville, IL 60563. Email submissions must be completed by 1/31/25; and mail-in submissions must be postmarked by 1/31/25 and received by 2/7/25. 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.
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