



**K-12 PRODUCT**

..... *and Solutions* .....

**GUIDE**

**2023**  

---

**2024**



*Kellogg's* **AWAY FROM HOME**  
AHEAD OF THE CRAVE



# Our Mission

Keeping students happy and fed is a big job, so we've made it simple to satisfy students' cravings and USDA requirements with products that are as delicious as they are nourishing. With recipe inspiration, engaging programs and the brands kids know and love, **let's work together to give your students the power they need to conquer the day.**



**NOURISH THE CRAVE™**





# Get students excited ABOUT RECYCLING

Here's a fun, easy, educational way to introduce students to upcycling through container gardening. Whether your kids garden in the classroom or outside, this hands-on experience will teach lessons that last beyond the school years.

## OUR UPCYCLE GARDEN KIT WILL GET YOU GROWING:

**A Step-By-Step Garden Guide:**  
From bowl prep to plant to care

**Calendar of Earth Friendly Events:**  
To celebrate all year long

**Grow and Share Ideas:**  
To inspire and motivate peers

**Parent Letter:**  
To promote school gardens

**Social Media Assets:**  
To share be sure to tag us @kelloggsawayfromhome



## DOWNLOAD YOUR KIT TODAY!

Visit [www.kelloggsawayfromhome.com/en\\_US/promotions/upcycle-garden.html](http://www.kelloggsawayfromhome.com/en_US/promotions/upcycle-garden.html)



## GROW GOODNESS WITH A BOWL OF KELLOGG'S® READY-TO-EAT CEREAL!



- Crunchy, multi-grain, whole-grain rich cereal helps kids start the day gr-r-reat.
- Delicious, nutritious, and perfect for snacks on the go too.
- Now featuring our NEW 2oz cups, ideal for upcycling into planters.



# Kellogg's® Eggo® SHARE POSITIVITY

Introducing a positive way for students to start their day and fuel their learning with fun and nourishment.

## EGGO® EGGOJI™ MADE WITH 16g WHOLE GRAIN WAFFLES

Six waffle characters with different faces and unique personalities encourage kids to express themselves with excitement and positivity. Combined with the delicious taste kids crave and 16 g of whole grain goodness per serving – your school is sure to be filled with smiles.



## ENGAGE STUDENTS WITH THESE POSITIVELY FUN ACTIVITIES

Download and print these age-appropriate activity sheets, trading cards, stickers, and photo booth props to use in the cafeteria or classroom.



ARTWORK NOT FINAL. SUBJECT TO CHANGE.

CREATE A WEEK OF  
FUN AND LEARNING

SHARE WITH TEACHERS  
AND THE PTA

PERFECT FOR BETTER  
BREAKFAST MONTH

FOR DOWNLOADS GO TO THE K-12 SECTION  
AT [KELLOGGSAWAYFROMHOME.COM](http://KELLOGGSAWAYFROMHOME.COM)



Help Students Celebrate Special Occasions with Our

# Celebration Activity Kit

## IT'S TIME TO CELEBRATE!

Use this kit for any special occasion, filled with fun activities that students can enjoy in the classroom or in the cafeteria.

**BIRTHDAYS**  
**SCHOOL MILESTONES**  
**SCHOOL SPIRIT DAYS**  
**CALENDAR OBSERVANCES**  
(DIVERSITY AND INCLUSION)

Activities include a colorful memory game, a word search, a fun-filled seek & find, ready-to-color and decorate placemats with mazes, games and more, plus do-it-yourself party hats!

EASY TO  
DOWNLOAD KIT



## TREAT KIDS TO A PARTY IN EVERY BITE

with Kellogg's® Rice Krispies Treats®  
Confetti Made With Whole Grain!



For more information, visit [KelloggsAwayFromHome.com](http://KelloggsAwayFromHome.com) or contact your Kellogg Sales Representative.





**K-12**

# VIRTUAL RESOURCE CENTER

Visit our resource center at [KelloggsAwayFromHome.com](https://KelloggsAwayFromHome.com)

**See what's new in craveable foods and find creative ways to meet today's feeding challenges.**

Access on-demand chef demonstrations, innovative recipes, downloadable content and much more!



**Chef Demo Videos**



**Product Flyers**



**Recipes**

For more information, visit [KelloggsAwayFromHome.com](https://KelloggsAwayFromHome.com) or contact your Kellogg Sales Representative.





# CULINARY Inspiration

## and Solutions

Here you will find great chef-created tools to help build creative menus that will keep your students happy.



Grecian Burger



Eggoji™ PB&J Sandwich



Black Bean  
Crumble Tacos



Download our craveable calendars for simple, fun menu ideas. Plus you'll find delicious recipes, product guides, menu templates, tips to help your operation be more environmentally friendly, and additional resources to spark your own culinary inspiration.

Go to **[KelloggsAwayFromHome.com](https://KelloggsAwayFromHome.com)** to see our new set of culturally diverse recipes and other meal solutions.



# Snack Power Versatility



**Our portfolio of snacks and products are easily adaptable in and outside of the cafeteria! Try adding Cheez-It® to a dish for a crunchy, cheez-y experience!**

**Add a Rice Krispies Treats® bar to any grab and go program to add a snap, crackle and pop to any occasion!**



**Pop-Tarts® can be used as a part of a breakfast line, a quick snack, or even in a delicious yogurt parfait!**

**Kellogg's® Grahams provide whole grain to add to your diet!**



**For more information, visit [KelloggsAwayFromHome.com](http://KelloggsAwayFromHome.com) or contact your Kellogg Sales Representative.**



# Add more fun to your students' day with

**Kellogg's® Rice Krispies Treats® Confetti Made With Whole Grain!**



**Boost revenue and add excitement to snack time!**

*Rice Krispies Treats®* are known for great taste and satisfaction, as well as “fun” and “loved by kids.”<sup>1</sup> Students will high five the addition of the new Confetti flavor to your a la carte line up.

**“A ONE-OF-A-KIND  
TASTE EXPERIENCE!”**

- Vanilla-flavored Rice Krispies Treats® topped with colorful sprinkles
- Made with whole grain goodness - 1oz. grain equivalent
- Recognized brand greets students with a familiar and well-loved treat as they return to school in person

Item #	Item Description	Case
38000-26452	Kellogg's® Rice Krispies Treats® Confetti Made With Whole Grain (1 oz. Equiv. of Grain)	80ct./1.48oz.

# Kellogg's® NEW and Exciting for 2023!

## Start the year with smiles

by offering the waffles kids can't L' Eggo®:  
Eggo® Eggoji™ Waffles made with whole grain in

**NEW! CHOCOLATE!**



**2oz.**  
Grain Eq.  
(2 Waffles)

**0g**  
Trans Fat

No HFCS

No Artificial  
Colors or  
Flavors

Homestyle-  
Like Texture

## The Eggo® Eggoji™ Waffles Kids Love!

Already a favorite with kids, these comical, fun-to-eat emoji-inspired waffles are now available in chocolate, the top-menus breakfast flavor in K-12!

Successfully student taste tested<sup>2</sup>, this innovation delivers the chocolate taste kids crave and the whole grain goodness they need.

- Eggo® Eggoji™ Waffles enjoy a 20% growth since 2021 launch with 1,000+ operators purchasing.<sup>3</sup>
- Flexible for serving as waffles, sandwiches or snacks
- Meets USDA guidelines and earns full grain reimbursement
- Good source of 7 vitamins and minerals

## Support nutritional demands with cereal favorites made with more whole grain!

### GET BREAKFAST MOVING QUICKLY

Serve as a fast morning snack or with milk and a spoon

### LIFT PARTICIPATION BY UP TO 50%<sup>4</sup>

Create grab-and-go kiosks or stations on their way to class

### INCREASE PARTICIPATION BY UP TO 80%<sup>4</sup>

Provide breakfast in the classroom by serving them as they enter the room

## Students start strong with

2oz. Eq. Grain Cereal-In-A-Cup  
from Kellogg's®

- USDA Whole Grain-Rich Compliant
- Good Source of Fiber
- Made With Colors and Flavors from Natural Sources

**2oz.**  
Grain  
Equivalent

Buy American  
Compliant

No HFCS



Item #	Product Description	Case
38000-28042	Eggo® Eggoji™ Waffles, Chocolate	12ct. / 1.3oz.
38000-24185	Kellogg's® Frosted Flakes® Multi-Grain For Schools	60ct. / 2.1oz.
38000-24196	Kellogg's® Cinnamon Frosted Flakes™ Multi-Grain For Schools	60ct. / 2.1oz.
38000-27095	Kellogg's® Frosted Mini-Wheats® Original	60ct. / 2.1oz.

For more information, visit [KelloggsAwayFromHome.com](https://KelloggsAwayFromHome.com) or contact your Kellogg Sales Representative.

1. Datensential 2021 menu trend analysis 2. Over 200 students sampled & provided feedback, Spring 2022

3. 3CAGR 7/21-4/22 Kellogg Internal Sales Data; NPD Supply Track L12mos ending 4/22 4. CNOP (Cereal Nutrition Outreach Program) ©, TM, ©, 2022 Kellogg NA Co.



Break down your district's environmental impact  
and plant-powered potential with the

# Kellogg's Plant-Powered Calculator

**PLANT POWERED**  
**PLANT POWER YOUR DAY**  
See the difference plant-based can make  
Plants power kids —and the environment they love! Now it's time to break down their plant powered potential and teach them how their craveable favorites can make an impact.

Choose the number of meals with meat you'd swap for veggie meals each week.

Breakfasts

Lunches

Dinners

5

1

0

Now, imagine what could happen if more students made this swap for the school year. What a difference we could make!

Students

Weeks

10000

28

Check out the impact we could have if we ate plant-based for 28 weeks per year:

22M gallons of water saved

263K car miles of greenhouse gas emissions saved

8M square feet of land saved

That's enough water to fill the Capitol Rotunda 2 times.

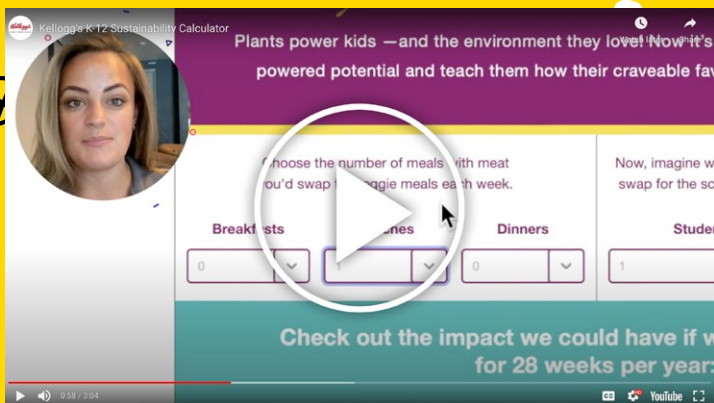
Finally, change we can all agree on.

Print Poster

Print Menu Board

Our Plant-Powered calculator is an easy-to-use application that illustrates the positive impact your district can make by quantifying the natural resources conserved when swapping an animal protein meal for a plant-based protein meal.

For example, menuing just one plant-based protein lunch per week at a 10,000-student district can save eight million square feet of land – that's more than 3,816 tennis courts!



Please Visit:

[https://www.KelloggsAwayFromHome.com/en\\_US/segments/K12/plant-powered-calculator.html](https://www.KelloggsAwayFromHome.com/en_US/segments/K12/plant-powered-calculator.html)

to watch our video on how to use the calculator, print posters, menu boards and discover how your school can make an impact on the environment by enjoying more plant-based meals.

For more information, visit KelloggsAwayFromHome.com or contact your Kellogg Sales Representative.

## 2023 - 2024 SCHOOL YEAR QUALIFYING PRODUCTS

Code	Product Description	Pack Size	M/MA	Grain Oz. Eq.	Points
<b>Eggo® Minis Whole Grain Pancakes</b>					
38000-92562	Eggo® Minis Maple Flavored Pancakes	72/3.03 oz.	--	2	30
38000-92560	Eggo® Minis Blueberry Flavored Pancakes	72/3.03 oz.	--	2	30
38000-18574	Eggo® Minis Confetti Pancakes	72/3.03 oz.	--	2	30
<b>Eggo® Minis Whole Grain Waffles</b>					
38000-92313	Eggo® Minis Cinnamon Waffles	72/2.64 oz.	--	2	35
38000-92315	Eggo® Minis Maple Flavored Waffles	72/2.64 oz.	--	2	35
<b>Eggo® Minis Whole Grain French Toast</b>					
38000-80801	Eggo® Minis Chocolate Chip French Toast	72/3.03 oz.	--	2	35
38000-80693	Eggo® Minis Original French Toast	72/3.03 oz.	--	2	35
<b>Eggo® Whole Grain Bulk Waffles</b>					
38000-24698	Eggo® Eggoji™ Waffles	144/1.23 oz.	--	2 <sup>1</sup>	75
38000-28042	Eggo® Eggoji™ Waffles Chocolate	12/1.3 oz.	--	2 <sup>1</sup>	75
<b>Plant-Based Protein Child Nutrition Label</b>					
28989-97762	MorningStar Farms® Veggie Chik'n Nuggets, CN Labeled, Vegan	1/10 lb.	2 <sup>2</sup>	--	150
28989-10407	MorningStar Farms® Veggie Buffalo Wings, CN Labeled, Vegan	1/10 lb.	2 <sup>3</sup>	--	150
28989-10230	MorningStar Farms® Italian Sausage Style Crumbles, CN Labeled, Vegan	2/5 lb.	1 <sup>4</sup>	--	165
28989-97152	MorningStar Farms® Veggie Breakfast Sausage Patties, CN Labeled	112/1.34 oz.	1 <sup>5</sup>	--	135
28989-49938	MorningStar Farms® Spicy Black Bean Burgers, CN Labeled	48/2.9 oz.	2 <sup>5</sup>	--	140
28989-10409	MorningStar Farms® Grillers Prime Burgers, CN Labeled	48/2.5 oz.	2 <sup>5</sup>	--	100





# Meet *the* Team



The W&R team works closely with numerous stakeholders both internal and external in a team environment to help create trusted foods that fulfill through physical, societal, and emotional wellbeing attributes; deliver clear and compliant information about our foods for consumers and customers, and actively engage to improve the wellbeing and regulatory landscape for all.

**“My goal is to partner with schools and provide culinary expertise for a delicious and nutritious dining experience for the students”**

**- Chef Matt Jost**



**Patty Krawcykowski**  
Bid Team Leader



**Crystal Lee**



**David Wick**



**Jennifer Rafacz**



**Temetrice Williams**

## Meet *the* Bid Team

**Our team is here to make sure you have everything you need – from products and nutritional specs to creative solutions to help you serve your students.**

**For more information, visit [KelloggsAwayFromHome.com](https://KelloggsAwayFromHome.com) or contact your Kellogg Sales Representative.**

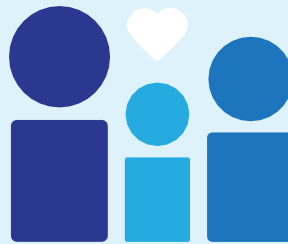
# Kellogg's Better Days

SINCE 2015, WE'VE CREATED **BETTER DAYS FOR NEARLY  
1.3 BILLION PEOPLE** WORLDWIDE...

## Feeding People in Need



SINCE 2015,  
*We've fed over*  
**219 MILLION  
FACING HUNGER  
OR CRISIS**  
WITH FOOD DONATIONS  
AROUND THE WORLD



*Reached*  
**4.3 MILLION  
CHILDREN**  
THROUGH FEEDING  
PROGRAMS



## Nurturing our Planet



*Supported*  
**MORE THAN 445,000  
FARMERS & WORKERS**

TO HELP BOOST YIELDS, SUPPORT  
BIODIVERSITY & LIVELIHOODS

*Reduced*  
**GHG EMISSIONS  
BY 29%**



*Achieved*  
**76% RECYCLABILITY**  
OF OUR PACKAGING GLOBALLY



*Ensured 29%*  
OF ELECTRICITY USE IN OUR  
FACILITIES COMES FROM  
**RENEWABLE  
SOURCES**

## Live Our Founder's Values



*Contributed*  
**106,000  
VOLUNTEER HOURS**

TO CAUSES SUPPORTING  
FOOD SECURITY



*Supported*  
**DIVERSITY & INCLUSION  
WITH 44.4% FEMALE  
REPRESENTATION**

IN MANAGEMENT  
POSITIONS GLOBALLY<sup>2</sup>





Kellogg's Code	Product Name	Case Pack	Whole Grain Rich	Grain/MA Ounce Equiv.	Buy American Compliant	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	CACFP Eligible	Smart Snack Eligible
----------------	--------------	-----------	------------------	-----------------------	------------------------	---------------------------------------	--	----------------	----------------------

## Kellogg's® WHOLE GRAIN-RICH CEREAL BOWL PACKS

38000-78787	<b>Kellogg's® Apple Jacks® Made With 12g Whole Grain</b> This 1oz bowl of apple and cinnamon flavored cereal is whole grain-rich (12g whole grain per serving), with 8g sugar per serving. Good source of 9 vitamins and minerals and contains 1oz grain equivalency. NO HFCS.	96ct/ 1oz	✓	1oz	✓	—	—	—	—
38000-78788	<b>Kellogg's® Froot Loops® Made With 12g Whole Grain</b> Help students make the most of their morning. This 1oz. bowl of fruit-flavored cereal is whole grain-rich (12g whole grain per serving) and has 8g sugar per serving. Good source of 9 vitamins and minerals. NO HFCS.	96ct/ 1oz	✓	1oz	✓	—	—	—	—
38000-54998	<b>Kellogg's® Frosted Flakes® Multi-Grain For Schools</b> A deliciously crafted cereal that helps students let their gr-r-reat out; Good source of 8 vitamins and minerals per serving. No HFCS.	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
38000-78786	<b>Kellogg's® Cinnamon Flakes® Multi-Grain For Schools</b> Make breakfast more fun with Tony the Tiger and the sweet, wholesome taste of cinnamon dusted flakes. This cereal has 11g whole grain per serving, 6g sugar per serving and has no HFCS. Good source of 8 vitamins and minerals.	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
38000-04996	<b>Kellogg's® Frosted Mini-Wheats® Bite Size</b> Crunchy, bite-sized biscuits that feature layers of 100% whole grain that are frosted for the perfect amount of sweetness in every bite. Good source of fiber, and an excellent source of 2 vitamins and minerals. No HFCS.	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
38000-00896	<b>Kellogg's® Raisin Bran®</b> Wake up with Sunny and the goodness of Kellogg's Raisin Bran®. Crafted with 16g of whole grain per serving and a good source of fiber. No HFCS.	96ct/ 1.25oz	✓	1.25oz	✓	✓	✓	—	✓
38000-24185	<b>NEW! Kellogg's® Frosted Flakes® Multi-Grain For Schools</b> Make breakfast more fun with Tony the Tiger and the wholesome taste of Kellogg's Frosted Flakes® Multi-Grain For Schools. Good source of 8 vitamins and minerals, and has 24 g whole grain and 13g of sugar per container. No HFCS.	60ct/ 2.1oz	✓	2oz	✓	✓	✓	—	—
38000-24196	<b>NEW! Kellogg's® Cinnamon Flakes™ Multi-Grain For Schools</b> Make breakfast more fun with Tony the Tiger and the wholesome taste of cinnamon dusted flakes. This cereal has 24g whole grain and 13g of sugar per container. Good source of 8 vitamins and minerals. No HFCS.	60ct/ 2.1oz	✓	2oz	✓	✓	✓	—	—
38000-27095	<b>NEW! Kellogg's® Frosted Mini-Wheats® Bite Size</b> Crunchy biscuits that feature layers made with 100% whole grain that are frosted for the perfect amount of sweetness in every bite. This cereal has 47g whole grain and 12g of sugar per serving and NO HFCS.	60ct/ 2.1oz	✓	2oz	✓	✓	✓	—	—

## Kellogg's® WHOLE GRAIN-RICH CEREAL POUCHES

38000-11467	<b>Kellogg's® Froot Loops® Made With 12g Whole Grain Cereal Pouch</b> Colorful, fun, and offers bold fruity flavor in every bite; whole grain-rich (12g whole grain per serving). 8g sugar per serving; NO HFCS; Good source of 9 vitamins and minerals.	96ct/ 1oz	✓	1oz	✓	—	—	—	—
38000-11469	<b>Kellogg's® Apple Jacks® Made With 12g Whole Grain Cereal Pouch</b> Bursting with the sweet taste of apples and cinnamon for deliciousness in every bite; whole grain-rich (12g whole grain per serving); 8g sugar per serving, NO HFCS, and a good source of 9 vitamins and minerals.	96ct/ 1oz	✓	1oz	✓	—	—	—	—
38000-11465	<b>Kellogg's® Frosted Flakes® Multi-Grain For Schools Cereal Pouch</b> Make breakfast more fun with Tony the Tiger and the wholesome taste of sweetened flakes cereal that has 11g whole grain per serving, is a good source of 8 vitamins and minerals and has 6g of sugar per serving. NO HFCS	96ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
38000-11458	<b>Kellogg's® Low Fat Granola Crunchy Clusters Cereal Pouch</b> Greet the day with a sweet, satisfying crunch. No HFCS; whole grain-rich (32g whole grain per serving), has 16g sugar per serving. Provides 4 grams of dietary fiber per serving.	48ct/ 2oz	✓	2oz	✓	✓	✓	—	—

## Kellogg's® BREAKFAST KITS

38000-78791	<b>Kellogg's® Jump Starts™ Express: Apple Jacks® Made with 12g Whole Grain, Kellogg's® 3 ct. Honey Grahams</b> Includes Kellogg's® Apple Jacks® Made with 12g Whole Grain Bowl, Kellogg's® 3ct Grahams, and 1/2 cup Apple Juice. (Kit qualifies as 2oz. Equiv. of Grain & 1/2 cup Fruit)	44ct	✓	2oz	✓	—	—	—	—
38000-78792	<b>Kellogg's® Jump Starts™ Express: Froot Loops® Made with 12g Whole Grain, Kellogg's® 3 ct. Honey Grahams</b> Includes Kellogg's® Froot Loops® Made with 12g Whole Grain Bowl, Kellogg's® 3ct Grahams, and 1/2 cup Apple Juice. (Kit qualifies as 2oz. Equiv. of Grain & 1/2 cup Fruit)	44ct	✓	2oz	✓	—	—	—	—
38000-19201	<b>Kellogg's® JumpStarts™ Express: Crunchmania® Cinnamon Bun</b> Includes Kellogg's® Crunchmania® Cinnamon Bun and 1/2 cup Apple Juice (Kit qualifies as 2oz. Equiv. of Grain & 1/2 cup Fruit)	44ct	✓	2oz	✓	✓	✓	✓	—

Kellogg's Code	Product Name	Case Pack	Whole Grain Rich	Grain/MA Ounce Equiv.	Buy American Compliant	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	CACFP Eligible	Smart Snack Eligible
38000-18589	<b>Kellogg's® Jump Starts™ Express: Nutri-Grain® Strawberry Bar, Kellogg's® Tiger Bites Grahams Original</b> Includes: Nutri-Grain® Strawberry Bar, Kellogg's® Tiger Bites Grahams Original, 1/2 cup Apple Juice (Kit qualifies as 2oz. Equiv. of Grain & 1/2 cup Fruit)	44ct	✓	2oz	✓	—	—	—	—
38000-23115	<b>Kellogg's® Jump Starts™ Express: Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Kellogg's® 3 ct. Honey Grahams</b> Includes Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Kellogg's® Honey Grahams 3ct., 1/2 cup Apple Juice (Kit qualifies as 2.25oz. Equiv. of Grain & 1/2 cup Fruit)	44ct	✓	2.25oz	✓	✓	✓	—	—
38000-51091	<b>Kellogg's® Jump Starts™ Express: Kellogg's® Frosted Flakes® Multi-Grain For Schools, Kellogg's® 3 ct. Honey Grahams</b> Includes Kellogg's® Frosted Flakes® Multi-grain For Schools Bowl, Kellogg's® 3ct Grahams, and 1/2 cup Apple Juice. (Kit qualifies as 2oz. Equiv. of Grain & 1/2 cup Fruit)	44ct	✓	2oz	✓	✓	✓	✓	—



## WHOLE GRAIN-RICH NUTRI-GRAIN® SOFT-BAKED BREAKFAST BARS (1 OEG VERSIONS)

38000-90819	<b>Nutri-Grain® Soft-Baked Breakfast Bar Blueberry for Schools</b> A delicious way to rise and thrive. Featuring whole grain, essential vitamins and minerals, and a sweet fruity flavored filling: Whole grain-rich (14g whole grain per serving) Contains 3g dietary fiber per serving (3.5g fat per serving). No HFCS. Good source of 8 vitamins and minerals.	96ct/ 1.55oz	✓	1oz	✓	—	—	—	✓
38000-59779	<b>Nutri-Grain® Soft-Baked Breakfast Bar Apple Cinnamon for Schools</b> A delicious way to rise and thrive. Good source of 8 vitamins and minerals. Whole grain-rich (14g whole grain per serving). Contains 3g dietary fiber per serving (3.5g fat per serving). No HFCS. Good source of 8 vitamins and minerals.	96ct/ 1.55oz	✓	1oz	✓	—	—	—	✓
38000-59772	<b>Nutri-Grain® Soft-Baked Breakfast Bar Strawberry for Schools</b> A delicious way to rise and thrive. Whole grain-rich (14g whole grain per serving) soft baked breakfast bar. Contains 3g dietary fiber per serving (3.5g fat per serving). No HFCS. Good source of 8 vitamins and minerals.	96ct/ 1.55oz	✓	1oz	✓	—	—	—	✓



## WHOLE GRAIN-RICH NUTRI-GRAIN® SOFT-BAKED BREAKFAST BARS (0.75 OEG VERSIONS)

38000-35845	<b>Nutri-Grain® Soft Baked Breakfast Bar Raspberry</b> Whole grain-rich (8g whole grain per serving) soft baked breakfast bar. No HFCS. Good source of 8 essential vitamins and minerals.	48ct/ 1.3oz	✓	0.75oz	✓	—	—	—	—
38000-35745	<b>Nutri-Grain® Soft Baked Breakfast Bar Blueberry</b> Whole grain-rich (8g whole grain per serving) soft baked breakfast bar. No HFCS. Good source of 8 essential vitamins and minerals.	48ct/ 1.3oz	✓	0.75oz	✓	—	—	—	—
38000-35645	<b>Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon</b> Whole grain-rich (8g whole grain per serving) soft baked breakfast bar. No HFCS. Good source of 8 essential vitamins and minerals.	48ct/ 1.3oz	✓	0.75oz	✓	—	—	—	—
38000-35945	<b>Nutri-Grain® Soft Baked Breakfast Bar Strawberry</b> Whole grain-rich (8g whole grain per serving) soft baked breakfast bar. No HFCS. Good source of 8 essential vitamins and minerals.	48ct/ 1.3oz	✓	0.75oz	✓	—	—	—	—
38000-05872	<b>Nutri-Grain® Soft Baked Breakfast Bar Assortment (16 each) Strawberry, Blueberry and Apple Cinnamon</b> Assorted Nutri-Grain® soft baked breakfast bars. Varieties include Apple Cinnamon, Blueberry and Strawberry. Specifications for each flavor above. Assortment contains (16) Strawberry, (16) Apple Cinnamon, and (16) Blueberry.	48ct/ 1.3oz	✓	0.75oz	✓	—	—	—	—



## WHOLE GRAIN-RICH POP-TARTS®

38000-55122	<b>Pop-Tart® Made With Whole Grain Frosted Cinnamon, Single Pack</b> Boost participation by adding Kellogg's® Pop-Tarts® made with Whole Grain Frosted Cinnamon toaster pastries to your menu. No HFCS. 11 grams of whole grain per serving, good source of 7 vitamins and minerals, good source of fiber, and contains 3g total fat per serving.	120ct/ 1.69oz	✓	1.25oz	✓	✓	✓	—	✓
38000-55130	<b>Pop-Tart® Made With Whole Grain Frosted Strawberry, Single Pack</b> Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain Frosted Strawberry toaster pastries to your menu. 10g whole grain per serving, a good source of 7 vitamins and minerals, and contain 3g dietary fiber per serving (2.5g fat per serving). No HFCS.	120ct/ 1.69oz	✓	1oz	✓	✓	✓	—	✓
38000-17196	<b>Pop-Tart® Made With Whole Grain Frosted Blueberry, Single Pack</b> Boost participation by adding Pop-Tarts made with Whole Grain Frosted Blueberry toaster pastries to your menu. 10g whole grain per serving Contains 3g dietary fiber per serving (2.5g fat per serving). Good source of 7 vitamins and minerals. No HFCS.	120ct/ 1.69oz	✓	1oz	✓	—	—	—	✓
38000-12070	<b>Pop-Tart® Made With Whole Grain Frosted Fudge, Single Pack</b> Boost participation by adding Pop-Tarts® made with Whole Grain Frosted Fudge toaster pastries to your menu. 11g whole grain per serving and contains 3g dietary fiber per serving (3g fat per serving) with 7 vitamins and minerals. No HFCS.	120ct/ 1.69oz	✓	1.25oz	✓	—	—	—	✓



Kellogg's Code	Product Name	Case Pack	Whole Grain Rich	Grain/ MA Ounce Equiv.	Buy American Compliant	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	CACFP Eligible	Smart Snack Eligible
 <b>WHOLE GRAIN-RICH POP-TARTS®</b>									
38000-55125	<b>Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Twin Pack</b> Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 23g whole grain per serving. Contains 6g dietary fiber per serving (6g fat per serving). No HFCS.	72ct/ 3.3oz	✓	2.5oz	✓	✓	✓	—	—
38000-55133	<b>Pop-Tarts® Made With Whole Grain Frosted Strawberry, Twin Pack</b> Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. Excellent source of 7 vitamins and minerals, excellent source of fiber (contains 5g total fat per serving). No HFCS.	72ct/ 3.3oz	✓	2oz	✓	✓	✓	—	—
38000-17199	<b>Pop-Tarts® Made With Whole Grain Frosted Blueberry, Twin Pack</b> Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain toaster pastries to your menu. 21g whole grain per serving, 6g dietary fiber per serving (5g fat per serving) and an excellent source of 7 vitamins and minerals. No HFCS.	72ct/ 3.3oz	✓	2oz	✓	—	—	—	—
38000-12073	<b>Pop-Tarts® Made With Whole Grain Frosted Fudge, Twin Pack</b> Boost participation by adding Kellogg's® Pop-Tarts® Made with Whole Grain Toaster Pastries to your menu. 23g whole grain per serving, 6g dietary fiber per serving (6g fat per serving) and an excellent source of 7 vitamins and minerals. No HFCS.	72ct/ 3.3oz	✓	2.5oz	✓	—	—	—	—
 <b>WHOLE GRAIN-RICH RICE KRISPIES TREATS® TREAT BARS</b>									
38000-11052	<b>Kellogg's® Rice Krispies Treats® Made with Whole Grain</b> Created with an innovative brown rice recipe specially formulated to meet USDA nutritional and whole-grain requirements (1 ounce whole grain equivalent per serving).	80ct/ 1.41oz	✓	1oz	✓	✓	—	—	✓
38000-14567	<b>Kellogg's® Rice Krispies Treats® Chocolatey Chip Made with Whole Grain</b> Made with chocolatey chips for a delicious, ready-to-eat treat. 17g whole grain per serving.	80ct/ 1.59oz	✓	1oz	✓	—	—	—	✓
38000-26542	<b>Kellogg's® Rice Krispies Treats® Confetti Made with Whole Grain</b> A great addition to your a la carte line up. These vanilla-flavored treat bars are topped with colorful sprinkles and made with 1oz. grain equivalent of whole grain goodness.	80ct/ 1.48oz	✓	1oz	✓	—	—	—	✓
38000-14540	<b>Kellogg's® Rice Krispies Treats® Minis Made with Whole Grain</b> Created with an innovative brown rice recipe specially formulated to meet USDA nutritional and whole-grain requirements, and deliver the delicious taste that encourages participation.	600ct/ 0.42oz	✓	0.25oz	✓	✓	—	—	✓
 <b>WHOLE GRAIN-RICH GRAHAMS (1 OEG VERSIONS)</b>									
30100-12695	<b>Kellogg's® ChatSnax Vanilla Grahams</b> Deliver fun & drive a la carte excitement with these delicious fun-shaped vanilla flavored grahams. Whole grain rich (8g whole grain per serving). No HFCS.	210ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
30100-50689	<b>Kellogg's® Scooby-Doo!™ Bones Cinnamon Graham Sticks</b> Delightfully crispy, sweet cinnamon graham crackers in fun dog-bone shapes. 8g whole grain per serving. No HFCS.	210ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
30100-55644	<b>Kellogg's® Bug Bites® Cinnamon Grahams</b> These delightful treats are cinnamon-flavored, bug-shaped graham crackers for goodness in every bite with 8g of whole grain in each serving. No HFCS.	210ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
30100-40239	<b>Kellogg's® Tiger Bites Grahams Chocolate</b> These delightful treats feature tasty tiger-shaped graham crackers with sweet chocolate flavor for goodness in every bite. Made with 9g whole grain per serving. No HFCS.	150ct/ 1oz	✓	1oz	✓	—	—	✓	✓
30100-40213	<b>Kellogg's® Tiger Bites Grahams Original</b> These delightful treats feature tasty tiger-shaped graham crackers. Made with 9g whole grain per serving. No HFCS.	150ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
30100-40221	<b>Kellogg's® Tiger Bites Grahams Cinnamon</b> These delightful treats feature tasty tiger-shaped graham crackers with sweet cinnamon flavor for goodness in every bite. Made with 9g whole grain per serving. No HFCS.	150ct/ 1oz	✓	1oz	✓	✓	✓	✓	✓
30100-91822	<b>Kellogg's® Honey Grahams</b> Made with a sweet taste of honey and are a perfect addition to breakfast, lunch or snacking. contains 8g of whole grain per serving. No HFCS.	150ct/ 3ct	✓	1oz	✓	✓	✓	✓	✓
30100-91829	<b>Kellogg's® Original Grahams</b> Perfectly-baked crispness and delectably sweet flavor. 8g of whole grain per serving and no HFCS. Ready to eat for breakfast, lunch or snack time.	150ct/ 3ct	✓	1oz	✓	✓	✓	✓	✓

Kellogg's Code	Product Name	Case Pack	Whole Grain Rich	Grain/MA Ounce Equiv.	Buy American Compliant	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	CACFP Eligible	Smart Snack Eligible
----------------	--------------	-----------	------------------	-----------------------	------------------------	---------------------------------------	--	----------------	----------------------

## Kellogg's® WHOLE GRAIN-RICH GRAHAMS (2 OEG VERSIONS)

30100-24518	<b>Kellogg's® Crunchmania® Cinnamon Bun</b> Delightfully sweet and made with whole grain. 16g whole grain per serving. No HFCS.	100ct/ 1.76oz	✓	2oz	✓	✓	✓	✓	—
30100-24520	<b>Kellogg's® Crunchmania® French Toast</b> Whole grain-rich (17g whole grain per serving) bite-sized breakfast flavored French toast-shaped grahams. No HFCS.	100ct/ 1.76oz	✓	2oz	✓	✓	✓	✓	—

## CHEEZ-IT® WHOLE GRAIN-RICH CHEESE CRACKERS

24100-79263	<b>Cheez-It® Made with Whole Grain Crackers, Original Cheddar</b> The crowd favorite flavor of Cheez-It® is made with 9 grams of whole grain per 21-grams serving size. Ideal companion for lunches, mid-day and after-school snacks. Each cracker has been baked to perfection and is made with 100% real cheese.	175ct/ 0.75oz	✓	1oz	✓	✓	✓	✓	✓
24100-10480	<b>Cheez-It® Made with Whole Grain Crackers, Original Cheddar, Vend Size</b> Satisfy students with Cheez-It® Made with 12g Whole Grain Baked Snack Crackers, Bite-size cheese crackers baked to crispy perfection and made with 100% real cheese.	60ct/1oz	✓	1.5oz	✓	✓	✓	✓	✓


## Eggo® WHOLE-GRAIN RICH MINI PANCAKES, WAFFLES & FRENCH TOAST BITES

38000-92313	<b>Eggo® Minis Cinnamon Waffles</b> Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct/ 2.64oz	✓	2oz	✓	✓	✓	✓	—
38000-92315	<b>Eggo® Minis Maple Flavored Waffles</b> Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct/ 2.64oz	✓	2oz	✓	✓	✓	✓	—
38000-80801	<b>Eggo® Minis Chocolate Chip French Toast</b> Make serving up a delicious & fun breakfast easy. 32g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct/ 3.03oz	✓	2oz	✓	✓	✓	✓	—
38000-80693	<b>Eggo® Minis Original French Toast</b> Make serving up a delicious & fun breakfast easy. 32g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 7 vitamins and minerals.	72ct/ 3.03oz	✓	2oz	✓	✓	✓	✓	—
38000-92560	<b>Eggo® Minis Blueberry Pancakes</b> Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 6 vitamins and minerals.	72ct/ 3.03oz	✓	2oz	✓	✓	✓	✓	—
38000-92562	<b>Eggo® Minis Maple Flavored Pancakes</b> Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 6 vitamins and minerals.	72ct/ 3.03oz	✓	2oz	✓	✓	✓	✓	—
38000-18574	<b>Eggo® Minis Confetti Pancakes</b> Make serving up a delicious & fun breakfast easy. 33g whole grain per serving. Ovenable single serve packaging for ease of warming or simply thaw & serve. No HFCS. Good source of 6 vitamins and minerals.	72ct/ 3.03oz	✓	2oz	✓	✓	✓	✓	—

## Eggo® BULK WHOLE GRAIN WAFFLES

38000-24698	<b>Eggo® Eggoji™ Waffles made with 16g Whole Grain</b> Crafted with delicious ingredients including whole grains (16g whole grain per 2 waffle serving) Warm & serve or thaw & serve for ultimate flexibility. No HFCS. Good source of 8 vitamins and minerals.	144ct	✓	2oz (2 waffles)	✓	✓	✓	✓	✓
38000-28042	<b>NEW! Eggo® Eggoji™ Chocolate Waffles made with 32g Whole Grain</b> Crafted with delicious ingredients including whole grains and a slightly sweet chocolate flavor your students are sure to enjoy. 32g whole grain per 2 waffle serving. Warm & serve or thaw & serve for ultimate flexibility. No HFCS. Good source of 7 vitamins and minerals.	144ct	✓	2oz (2 waffles)	✓	✓	✓	✓	✓



Kellogg's Code	Product Name	Case Pack	Whole Grain Rich	Grain/ MA Ounce Equiv.	Buy American Compliant	Made with Colors from Natural Sources	Made with Flavors from Natural Sources	CACFP Eligible	Smart Snack Eligible
									
28989-97152	<b>MorningStar Farms® Original Veggie Sausage Patties CN Labeled</b> Plant-based and seasoned with an aromatic blend of herbs and spices. Each 1.34oz patty is vegetarian. Good source of protein (9 grams per serving) and 1oz equivalent meat alternate.	111ct/ 1.34oz	N/A	1oz MA	✓	—	—	✓	—
28989-49938	<b>MorningStar Farms® Spicy Black Bean Veggie Burgers CN Labeled</b> Vegetarian and made with non-GMO soy. Excellent source of protein (14g per serving; 2oz equivalent meat alternate).	48ct/ 2.9oz	N/A	2oz MA	✓	✓	✓	✓	—
28989-10409	<b>MorningStar Farms® Grillers Prime - CN Labeled</b> Vegetarian and made with non-GMO soy. Excellent source of protein (16g per serving) and 2oz equivalent meat alternate.	48ct/ 2.5oz	N/A	2oz MA	✓	✓	✓	✓	—
28989-10230	<b>Morningstar Farms® Italian Sausage Style Veggie Crumbles CN Labeled</b> Make any recipe that calls for ground sausage vegan-friendly. Good source of protein (12g per 1/2 cup serving) and 1oz equivalent meat alternate.	2ct/ 5lb	N/A	1/2 cup = 1oz MA	✓	✓	✓	✓	—
28989-97762	<b>Morningstar Farms® Veggie Chik'n Nuggets CN Labeled</b> Seasoned vegan nuggets with a crispy outside and tender inside. Excellent source of protein (14g per 4-nugget serving; 2oz equivalent meat alternate). Made with non-GMO soy.	10lb	N/A	4 nuggets = 2oz MA	✓	✓	✓	✓	—
28989-10407	<b>MorningStar Farms® Veggie Buffalo Wings CN Labeled</b> Crispy outside and tender inside. These vegan buffalo wings are a good Source of Protein (14g per 5-wing serving) and 2oz equivalent meat alternate. Made with non-GMO soy.	10lb	N/A	5 wings = 2oz MA	✓	✓	✓	✓	—





This central section features a bright yellow background. On the left, there is a purple bowl of colorful cereal and two burritos. On the right, there is a single square cracker and two chocolate coins, one with a smiley face and one with a star pattern. The text is centered in the middle.

*Kellogg's*  
**K-12 PRODUCT**  
*..... and Solutions .....*  
**GUIDE**

