

Make Your Breakfast Program Pop!



Pop-Tarts® toaster pastries are an iconic part of breakfast. Fully baked and conveniently portable, they're a ready-to-eat treat – and **the most popular snack bar/toaster pastry brand in K-12*!**

Kellanova provides a variety of delicious Pop-Tarts® flavors formulated just for schools to meet USDA nutrition guidelines. With **at least 10g of whole grain per serving**, parents can feel confident their kids are being served delicious, nourishing foods they enjoy. And you'll love the individually wrapped servings for easy menuing at breakfast, breakfast after the bell, or snack occasions.



At Least 1oz. Grain Equivalent Per Serving

Qualifies as Smart Snack
NEW Cool School Cafe Qualifying Product!



Cool School Cafe
By Buyers Edge Platform

At Least 2oz. Grain Equivalent Per Serving

Qualifies as Smart Snack Entree



-  **At Least 3g Dietary Fiber Per Serving**
-  **7 Good Source of 7 Essential Vitamins & Minerals**
-  **No High Fructose Corn Syrup**
-  **Buy American Compliant**

Power up students' days and your school nutrition program with whole-grain Pop-Tarts®!

Item #	Distributor #	Product Description	Case
38000-55130		Pop-Tart® Made With 11g Whole Grain Frosted Strawberry, Single Pack	120ct./1.69oz.
38000-55122		Pop-Tart® Made With 12g Whole Grain Frosted Cinnamon, Single Pack	120ct./1.69oz.
38000-17196		Pop-Tart® Made With 11g Whole Grain Frosted Blueberry, Single Pack	120ct./1.69oz.
38000-12070		Pop-Tart® Made With 12g Whole Grain Frosted Fudge, Single Pack	120ct./1.69oz.
38000-55133		Pop-Tarts® Made With 22g Whole Grain Frosted Strawberry, Twin Pack	72ct./3.3oz.
38000-55125		Pop-Tarts® Made With 24g Whole Grain Frosted Cinnamon, Twin Pack	72ct./3.3oz.
38000-17199		Pop-Tarts® Made With 22g Whole Grain Frosted Blueberry, Twin Pack	72ct./3.3oz.
38000-12073		Pop-Tarts® Made With 24g Whole Grain Frosted Fudge, Twin Pack	72ct./3.3oz.



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

Kellanova
Away From Home

*Circana SupplyTrack© Last 12M Ending Novemeber 2025 (Units, K-12). ©2026 Kellanova



Optimize A La Carte Sales

Kellanova offers handy *Pop-Tarts*® merchandisers in branded and unbranded versions to suit every grade level. Merchandisers are easy to assemble and easy to use, with a gravity-fed design to reduce labor.

They're a convenient way to help promote the products kids love and boost student participation. **And best of all – they're FREE!**



Branded*



Unbranded

Merchandiser Dimensions: 11"W x 4.375"D x 8.875"H *For secondary school placement only.

Toasting Instructions*

Pop-Tarts® Toaster Pastries are fully baked and ready to eat. They can also be heated in a toaster for a crisp, warm crust. If serving warmed, please follow the instructions below.

1. Remove product from pouch.
2. Warm pastry at lowest or lightest setting for one heating cycle only.
3. Cool briefly before handling or serving.

*Appliance capabilities vary; follow manufacturer guidelines for safe use. Be sure your appliance is clean and functioning correctly. Due to possible risk of fire, never leave your appliance unattended while in use. Caution: If pastry is overheated, frosting/filling can become extremely hot and could cause burns. Times given are approximate.

