



# Merchandiser NOW AVAILABLE

Get your **FREE Pop-Tarts® Made With Whole Grain Merchandiser** today!

- No sign up commitments and **FREE** for your schools!
- **Easy set-up**, lightweight, and portable for convenient location changes and countertop cleanup.
- **Space saver** – Only 11" wide, doesn't take up much countertop space and fits on top of mobile carts.
- **Saves labor** – Gravity feed design means no need to restock each row in a rack.
- Fits neatly next to cash register for **easy cashier monitoring**.
- Sell **30% more** of a product that's already a best-selling item in your Smart Snack offerings.

Choose from either of these merchandisers below:  
**11"W x 4.375"D x 8.875"H**



Distributor #	Item #	Product Description
	<b>38000-55130</b>	Pop-Tart® Made With Whole Grain Frosted Strawberry, Single Pack
	<b>38000-55122</b>	Pop-Tart® Made With Whole Grain Frosted Cinnamon, Single Pack
	<b>38000-12070</b>	Pop-Tart® Made With Whole Grain Frosted Fudge, Single Pack
	<b>38000-17196</b>	Pop-Tart® Made With Whole Grain Frosted Blueberry, Single Pack



Distributor #	Item#	Product Description
	<b>38000-55133</b>	Pop-Tarts® Made With Whole Grain Frosted Strawberry, Twin Pack
	<b>38000-55125</b>	Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Twin Pack
	<b>38000-12073</b>	Pop-Tarts® Made With Whole Grain Frosted Fudge, Twin Pack
	<b>38000-17199</b>	Pop-Tarts® Made With Whole Grain Frosted Blueberry, Twin Pack

\*Branded version is not allowed to be displayed in Elementary, Middle, or Junior High schools.

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# Merchandiser ORDER FORM

Fill out form (type or print legibly) and return to:

Name: \_\_\_\_\_

School Name/District: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

Note: Displays ship in packs of two with the choice of a *Pop-Tarts*® branded or unbranded design.  
Please keep in mind when providing total # of displays to order below.

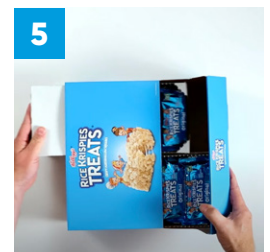
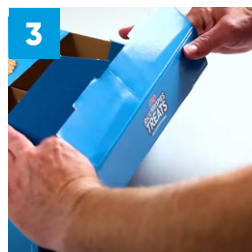
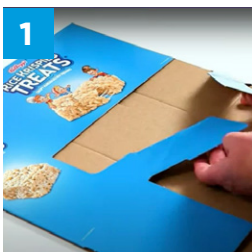


# of Branded Displays: \_\_\_\_\_



# of Unbranded Displays: \_\_\_\_\_

Once received, follow the assembly instructions shown here to set up your corrugate merchandiser  
(please note, *Rice Krispies Treats*® corrugate display used as an example).



Please contact your Kellanova Sales Representative  
with the total number of requested merchandisers, branded or non-branded, to order.

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**Kellanova**  
Away From Home